

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

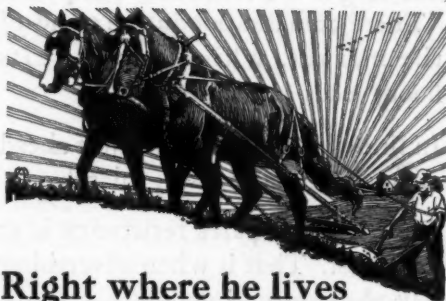
Vol. CXXIII, No. 10

NEW YORK, JUNE 7, 1923

10c a Copy



B. A. I. S. 1902 with
N. W. Ayer & Son



Right where he lives

TO the town-born man, who never strayed beyond the elevated's roar, the advertising of Dr. Hess & Clark, Ashland, Ohio, could mean but little. He knows not the joys of plowing with a team of horses so eager "you can feel it on the lines," of letting down the bars at milking time for sleek and lowing cattle, of seeing hens come safely through the moulting season, and hogs and steers grow fat and round for market.

But the farmer, who reads Hess & Clark advertising, gets a warm tug out of every picture it presents. It talks in his own language about things closest to his heart. He responds by buying Hess & Clark products to condition his stock and poultry and to keep them in the pink.

Advertising, to be successful, must talk to the right people *right where they live!*

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



"Follow the Market"

.... Had Shakespeare been an advertising man, he would have put it: "There comes a tide in the trend of the market, which, taken at its flood, leads on to fortune."

In line with the trend, and just ahead of it, should advertising march.

That is when sales resistance is at its lowest. That is when advertising sells thru sheer timeliness.

Ability to follow the market is not a technique. Nor a result of organization. An advertising man either has it, or he hasn't it

The above is an extract from "Follow the Market," in THE INTERRUPTING IDEA for June. Complete copy will be sent to executives upon application.



**FEDERAL
ADVERTISING AGENCY, INC.**

SIX EAST THIRTY-NINTH ST., NEW YORK

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Publishers,
June 29, 18

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PRINTERS' INK

Registered U. S. Patent Office

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Vol. CXXIII

NEW YORK, JUNE 7, 1923

No. 10

Commercial Research as a Basis for Advertising and Selling Campaigns

A Glance at a Few of the Many Examples Found in Advertising Agency Files

By Roy Dickinson

COMMERCIAL research is a large subject.

It is an ancient practice, yet it is being much talked about today as a new development in business. Having passed through its introductory stages, it is rather new in certain of its forms. It takes on a multitude of activities. It is being carried on by many different agencies of business.

Yet there is nothing mysterious, occult or extraordinary about commercial research.

Whenever a vice-president in charge of sales closes his roll-top desk and hops out to Mansfield with his golf clubs, moved by a desire to get away from the home office and a determination to find out by inquiries on the spot what the matter with Bill's sales in the Ohio territory, he is practicing commercial research—mixed, in this case, with golf. When the sales manager asks a salesman what the attitude of the garage men in his territory would be toward a new spring lubricator, or asks a list of distributors why they don't use non-skid chains on their own cars, he is attempting limited research.

But he and the other business executives who are constantly digging for facts, don't call it commercial research. They are much more apt to call it "getting the dope" or "checking up." But this simple operation of getting

the facts has, of late, become much better organized than formerly. It has been extended to cover many highly systematized and intricate activities carried on by manufacturers for themselves, by newspapers, magazines, business papers, farm papers, special research and statistical organizations, banks, trade organizations, universities, Government bureaus and advertising agencies.

In order to simplify the subject and reassure the reader who may suspect that the present commentator is going to try to cover and evaluate the whole field of commercial research, let it be said at once that in this article nothing will be attempted except to indicate certain phases and to illustrate them by specific instances from the records of several advertising agencies.

In his recent illuminating article on "The Progress of Commercial Research," in the *Harvard Business Review*, L. D. H. Weld of Swift & Co. takes up every phase of the subject except the research laboratory maintained by such concerns as The American Sugar Refining Company, Hills Brothers, The Fleischmann Company and many others, to scout for new uses for the company's product and to improve it. These, Mr. Weld says, belong to industrial research as contrasted with commercial research.

"Advertising agencies are probably doing a greater volume of commercial research work than any other kind of business organization," says Mr. Weld. He points out the changes which have come about in agency service in the last ten years in a growing realization of the increased importance of careful study and investigation before the launching of a campaign, and then states that half of the thirty-two agencies he investigated maintained separate research departments.

I have recently visited many advertising agencies to look over some of their recent work along these lines and to set down a few of the specific instances. These visits to some of the largest and some of the smaller agencies to discover examples of research, make me believe Mr. Weld's figures as to separate departments are approximately correct, but that whatever they call the job, and whether they have a department, employ occasional workers, utilize the many outside helps or just go out to "get the dope," every agency is doing more research right now than ever before. Even an agency with a small number of clients in specialized and restricted fields, the president of which considered the words "commercial research" of even more comic import than the other over-worked word "conference," was, unconsciously perhaps, a born and bred researcher and hunter for facts himself. But carefully organized research work under men whose previous training had been as sales managers of big industrial corporations is today being made an integral part of the work of many agencies, and works in close harmony with the other and better known departments.

I have been given a number of forms and a large number of actual examples of research in the form the reports have been submitted to clients. "Research," as I use it, includes all kinds from the simple act of sitting on a rail fence talking to three farmers to get a new copy angle and style for tractor advertising,

applying carefully prepared psychological tests to a list of buyers of the product, or calling on thirty dealers in each of the States, to (as one agency did three years) interviewing 140 persons, traveling ten men 1820 miles, visiting every city of more than 25,000 people in the country and producing 10,000 pages of typed reports. It all comes under the head of agency research market analysis.

THE RESEARCH PROBLEM THROUGH THE MANUFACTURER'S EYES

I have purposely in this first article taken some incidents which do not deal primarily with a new copy slant or even a new sales method, but which bear on subjects slightly different. Let us look at the research problem from the manufacturer's viewpoint.

A common question put by a manufacturer when the subject of a market survey is being discussed is apt to be:

Why can't the manufacturer do it himself? The answer is, often does. From the incident of a manufacturer who made a field investigation which included 200 interviews with dealers in men's shirts and collars to the electric light company's representative told about by the Schoolmaster, recently counted seven examples of such research in one week's issue of PRINTERS' INK alone.

One manufacturer had made his mind to add to his line a specialty produced and advertised extensively by but one other maker. Before putting out the new product he wanted to find the faults of the competing products and avoid them. But when he asked his salesmen to get the facts he ran into difficulty. Most of the men reported to him that their customers thought it was a new sales stunt and were therefore "cagey" in making their replies. Others found out what they thought their sales managers wanted them to find.

An agency investigation was then decided upon to check against the meagre reports from salesmen. Seven men employed by the agency for the occasion called

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Dealer Consciousness

Dealer consciousness of the advertising of merchandise can be secured in two ways: by overwhelming mass circulation and by careful selection of those publications which the dealer knows to be read by his best customers.

The dealers in the smaller communities know the kind of families who read *Christian Herald* and are anxious to encourage them as customers. This is just one of the factors that gives *Christian Herald* extra value as an advertising medium.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Chicago Office:
225 North Michigan
Boulevard

Pacific Coast Representatives:
Blanchard-Nichols-Coleman
Los Angeles San Francisco Seattle

dealers and consumers in three States with instructions to report how each class wanted the new product made. The avoidance of later complaints by consumers was the incentive offered to the dealer for his information. When the facts were later collected it was possible for the manufacturer to make the new product after a portion of the trade's specifications. When the new article was ready the advertiser was enabled to tell his trade he had an article the dealers had taught him to make, and to emphasize those features which corrected the faults of the competitor's article.

The first advertisement in trade papers bringing out these facts resulted in 15,000 dealer inquiries, including many orders for the goods, and the sales force which had been under natural disadvantages in getting the information was able to use to advantage the data secured by the agency reporters who had nothing to sell.

Things the dealers hesitated to tell the salesmen, they did tell to the agency reporters. Here was a simple case indicative of a part of the preliminary work done by an agency before the advertising was launched. It gave the agency a copy slant, a dealer appeal, and the manufacturer a new product all at one time.

THE VALUE OF AN UNBIASED INVESTIGATION

An incident from another agency's experience indicates again how a manufacturer's own research is sometimes apt to be colored by circumstances. A well and favorably known maker of office appliances was considering the marketing of a novelty. A cursory and unorganized attempt at a market survey by the sales manager convinced him that results would be colored on account of the company's reputation in the trade. The salesmen, whose job it was to sell not only a product but also the company's policy and standing, could not ask their customers to pick flaws in a model of the new product. The very qualities that made them

good salesmen made them investigators. The agency insisted that the client before launching a campaign on the product should get a true estimate of the trade's attitude toward the device on its own merits exclusively. An unbiased result among a group of 200 retailers was outlined to secure at hand by a series of pre-questions an estimate of the probable success of the device, were to be put on the market by a company unknown to the trade. The name of the company was not mentioned by the agency investigators. They asked a series of questions based on past markets, improvements in product and suggested price.

When the results had been tabulated, three definite mechanical weaknesses had been uncovered by dealers, a first large sale was assured, the fact brought out that the price as set was too high for except the most limited sale. Necessary changes in construction were made, and a less expensive model with the new features turned out in quantity to sell at approximately one-half the original price.

Manufacturers with large, well equipped research departments sometimes use an outside research for checking purposes to secure special advertising information. I had heard the same made by some manufacturers. An advertising agency usually in mind to get its client to spend more money in advertising, that therefore an absolutely unbiased report is at least as difficult to secure by using the agency. But most of the incidents in my research, I found, were made to solve some particular problem usually suggested by the client himself. While it is true that some "investigations" have been undertaken to make a show in the market after a new account, it is equally true that many examples of agencies research deal with problems which increased advertising expenditure plays little or no part in. There is no lack of incidents.

(Continued on page 194)

"All

"Jack, now. An bunch back. "Honest in everything. Fathers' plums, but whole world heart set school for the plain

is shaping, averaging boy whose get what crowd us time—to get school, p magazine. Copy r August is

E SPRA

ch Offices:



"All th' fellers are goin', Dad"

"Jack, here, 's been up there at school a whole year, now. An' he's gonna take Fats, 'n Dick, 'n most all th' bunch back with 'm next fall.

"Honest, Dad, it's a peach of a place! It's gotta gym 'n everything. And I'll study like the dickens."

Fathers and mothers usually pass judgment on curriculums, but it's Sonny who casts the heavy vote on the whole works—on the school itself. Once Sonny has his heart set on a certain institution, the question, "What school for our boy?" is likely to be settled in favor of the plaintiff.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

is shaping the educational desire of half a million boys, averaging 15½ to 16 years in age. They are the type of boy whose interest in life is keen and who knows how to get what he wants. The school that enrolls one boy of a crowd usually signs up some of "the fellers" at the same time—the gang spirit sees to that.

To get these five hundred thousand interested in *your* school, place your advertising in their own, respected magazine.

Copy reaching us by June 15th will be in time for the August issue.

E SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A. B. C.)

Chicago Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago





Would a new store *automatically* stock your product?

In Chicago on May 1st a new, independent neighborhood grocery store was opened. Among the initial supplies were stocks of the following products:

Aunt Jemima Pancake	Penick Syrup
Flour	Rinso
Baker's Coconut	Sun Maid Raisins
Brer Rabbit Molasses	Swift's Oleomargarine
Cream of Wheat	Swift's Premium Bacon
Fleischmann's Yeast	Swift's Premium Ham
Libby's Products	Swift's Sunbrite
Log Cabin Syrup	Cleanser
Lux	Yuban Coffee

All of these products are advertised by the J. Walter Thompson Company.

Most grocery stores that have been in business any length of time carry them. The initial order of a new, shrewd store, however, is very significant.



New grocery and fruit store
at 3222 North Clark Street,
Chicago

The opening of a new grocery store involves a considerable outlay in rent or purchase money, repairs or building, and new fixtures. A new proprietor is extremely conscious of the cost of all these items. On his initial stock of merchandise he must, therefore, get his money back at the earliest moment. At such a time he takes no chance of tying up money in unknown products, as he might do on speculation at some later date. His initial stock of supplies will be made up of sure sellers—articles he knows his customers will demand or accept without question.

In the grocery, hardware, drug, dry goods, mechanical, and many other fields, it has been the privilege of the J. Walter Thompson Company to assist in building the reputation of products up to a point of leadership where they are automatically listed in the *initial* order of new stores.

We shall be glad to discuss similar opportunities for their products, with manufacturers in any line.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK

CHICAGO
CLEVELAND

BOSTON
LONDON

CINCINNATI

Selling Hot Water to Those Who Buy It Most

Pittsburg Water Heater Co. Goes to the Foundation Idea in Advertising Its Product.

By Douglass Long

YOU hear a good deal about the Englishman's morning tub. No one who has ever read an English novel can avoid getting the impression that the Englishman is the cleanliest of mortals. His bath is one of his pet prides.

But have you ever been to London? Did you stay at one of those temperance hotels in Bloomsbury that your globe-trotting friend told you about? Then you are "in the know," so to speak.

Our English cousin leaps from the downy of a foggy London morning and patters down the chilly hall to the bath. He plunges into an icy tub that would make a seal gasp for breath. Out he jumps and rubs himself to the glowing complexion of his own roast beef. He has had his tub.

When he wants a hot bath—which is seldom—he lights a contrivance that is hitched to the end of the bath tub. This is a gas "gadget" that has an unhappy habit of blowing the occupant of the bath tub into the midst of a circle of his wife's friends who have gathered in the garden for tea. The apparatus masquerades under the name of "Geyser," pronounced like the impertinent name that a small boy calls his uncle upon being refused a quarter for the movies.

The campaign of the Pittsburg Water Heater Company, now running in national periodicals, will be a most decided eye-opener to the readers of London dailies. The caption "Will there be enough

hot water for me?" would certainly intrigue. All this about baths—hot, comfortable, rich out of the faucet—would be astonishing—ah, quite.

But this is a campaign of advertising to sell hot water to hot water users. It was not written for Englishmen. It is addressed to the people who use more hot water per capita than any nation on the globe, to 110,000 hot bath takers.

Every American and his wife uses hot water. Most of them use it extravagantly. It is a household necessity at almost every hour of every day. The average housewife will go almost any length to get it.

This campaign selling hot water, the easiest possible way to have perfect water service and the cheapest possible way to heat water



Will there be enough HOT WATER for ME?

AFTER the baby has had her bath, after the hot water supply has been used all day, will there be enough hot water left for you? If you are depending on an old-fashioned way of heating water your chances for a hot bath are slim.

But if your hot water is supplied by a Pittsburg Automatic it makes no difference how many baths come before yours. There is always plenty of hot water—instantaneous, clean, pure water—no hot water here to temper it with cold.

And this water is heated cheaper per gallon than it can be done in any other way.

There are eighteen different types and sizes of Pittsburg Water Heaters. One of them was made to give your home hot water in the most efficient—most economical way. You can buy a Pittsburg in an easy-payment plan that allows you practically to make your own terms.

Look up the Pittsburg dealer in your city—the gas company or one of the prominent plumbers, or write us the number of hot water faucets in your house and the number of people in your family. We will recommend the proper size Pittsburg for your needs. At the same time we will send you a free copy of "Hot Water," an interesting little book, which tells the whole story of better hot water service.

PITTSBURG WATER HEATER CO. Pittsburgh, Pa.



Hot to send this Pittsburg Water Heater to you. It is the most efficient, most economical way to get hot water. It is a household necessity at almost every hour of every day. The average housewife will go almost any length to get it.

Pittsburg
AUTOMATIC GAS
WATER HEATERS

"If it's done with heat, you can do it better with gas"

A HEADLINE QUERY OF AMERICAN BATHERS

per gallon.

It is all very well to tell figures to the man you want to buy your product; the number of gallons of hot water per cubic foot of gas, the price of a bath and the endless following of dry-as-d-

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MANY advertisers try out their campaigns in the Des Moines Register and Tribune. It is the logical medium for such campaigns because with this single publication (morning and evening) you reach a market composed of

A typical American city of 135,000 with every metropolitan feature.

Many representative smaller cities of from 5,000 to 30,000.

Progressive, busy and thoroughly American towns of from 250 to 5,000.

Rural communities of prosperous farm families interested in the best merchandise that is offered.

The Register and Tribune dominates its field in every one of the above classifications. And besides, Iowa stands at the head of the nation in literacy, which means that advertising has every chance to function.

To back up trial campaigns, The Register and Tribune offers advertisers the co-operation of a merchandising department which knows Iowa thoroughly and can furnish detailed information about

The nature of the market.

Channels of distribution.

Chances of success with a given product.

How best to approach the market.

Jobbers and retailers lists, route lists, etc.

If you are interested in marketing your product in Iowa, write to our Merchandising Department for booklet on the Iowa market, circulation dot maps and figures showing how The Register and Tribune covers 1,000 cities and towns in Iowa, and thousands of farm homes.

The Des Moines Register and Tribune

(Morning and Evening)

4,284 Daily

Sunday, 124,620

Net Paid Average for 6 Months Ending March 31

data. These are interesting facts to the man who is in the market for a water heater.

But, back of the urge to get a water heater lie other questions: Will I have hot water every morning with which to shave? Do I get the same sort of hot water service that I have while I am staying in a hotel? Can I turn the faucet and get a perfect torrent of sparkling, clean hot water—as hot when I turn it off as it was when I started the bath? Will my wife have as much hot water as she needs for her housework? Will this heater do away with the carrying of kettles? Will it stop the old light-the-gas-and-wait-thirty-minutes bother? Will there be hot water at two in the morning when the baby wants her bottle? Will I get my hot bath on wash-day night? Do I have to monkey with the heater or does it work automatically?

And, incidentally—what does the operating expense amount to? Can I get this sort of water service without increasing my gas bills?

The Pittsburgh Water Heater Company campaign starts at the very foundation upon which the sale of a heater is built. It sells the *idea* of instantaneous, effortless hot water—hot water that is as easy to have as light from an electric bulb—nothing to do but turn the faucet—a twist of the wrist and hot water flows.

The advertisements have been written in a personal, intimate style. There is something familiar about the query, "Will there be enough hot water for me?" Most of us have come home at night "too tired to take a bath," more than once.

Advertising of this sort is bringing home the idea of perfect hot water service as no pocket-book appeal could. And before you can sell a man or a woman a service, and that is what the automatic water heater is, you must first sell the idea behind that service.

This campaign is comparable to that of the automobile advertiser who sells the fields, the trees, the cloudless days in the open, the

spirit of youth and romance the car brings within the reach of the man who buys, instead of gas-miles that it will produce the perfection of its mechanism.

Adapted to newspaper advertisements, the Pittsburgh Water Heater national campaign is appearing over local dealers' names as it appears in the national publications.

United Drug Campaign by Dorrance, Sullivan & Co.

The United Drug Company of Boston is planning a special merchandise campaign tied up with Rexall and Liggett's Stores, in newspapers.

The first territory to be covered include the States of Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and Connecticut, and include the use of full-page newspaper space generally, in cities throughout this territory.

Plans are under consideration for an extension of this campaign nationally. The advertising is being directed through the New York office of Dorrance, Sullivan & Co.

Heathized Products Company Appoints Hellwig Agency

The Heathized Products Company, Chicago, Heathized Ice Cream, has placed its advertising account with E. W. Hellwig Company, New York, advertising agency. The advertising plans of the company include national magazines, motion picture magazines and business publications.

Aetna Insurance Accounts with N. W. Ayer & Son

The Aetna Life Insurance Company, the Aetna Casualty and Surety Company and the Automobile Insurance Company, all of Hartford, Conn., have appointed N. W. Ayer & Son to direct their advertising.

Case Plow Account for Klaus Van Pietersom-Dunlap

The account of the J. I. Case Plow Works Company, Racine, Wis., for Case Motor trucks and farm implements and Wallis tractors, has been placed with Klaus Van Pietersom-Dunlap, Milwaukee advertising agency.

Baltimore "News" and "American" Appointment

The Baltimore *News* and *American* have appointed Payne, Burns and Smith, Inc., publishers' representatives, New York, as their Eastern representative.

JF

Individuality

Is your advertising "YOU"? Or does it bear the impress of the agency that prepares it? The J. H. Cross Company has no layout formula—no typographical pattern. It seeks, rather, to reflect the individuality of the *client* in a way that will do *him* the most good. If your advertising looks like that of your competitors, if it lacks the individuality that is "you," this message is timely. It is also an invitation!

Which of these books shall
we send you?

How to Judge an Advertising Agency

Points on Merchandising Advertised Products
Through Department Stores

Merchandising Advertised Products
Through Drug Stores

J. H. CROSS CO.

General Advertising Agents

CROSS BUILDING, 15TH & LOCUST STREETS
PHILADELPHIA

Members:

American Association of Advertising Agencies
National Outdoor Advertising Bureau
Audit Bureau of Circulation

Why not Advertising Awards

*An editorial on the Horizon page
of Collier's for June 9th*

THE annual award of the Pulitzer prizes has been made for the year's foremost novel, play, news story, editorial, and so on.

Why doesn't some one establish an annual award for the year's best advertisements? Meaning by "best" those which disseminate needed knowledge most clearly and appealingly. The fact that the knowledge is disseminated for commercial purposes in no way debases good advertising. Anyone who doubts this ought to attend the convention of the Associated

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Advertising Clubs of the World, held this week at Atlantic City. The whole undercurrent of such a gathering is the conviction that advertising means far more in our national life than the making of pretty pictures or the quotation of words from the dictionary. Good advertising helps toward a better life for all by bringing more of the world's goods within reach of all.

Why not advertising awards?
Have you any suggestions?

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Backing Up Your Dealer

"Publicity" in so-called "national" mediums is excellent propaganda for the automobile business—but—

Sales copy concentrated in local areas is what helps your dealer to make sales—and the dealer is the man on the firing line who brings home the orders to YOU.

You owe it to yourself, no less than to your dealers, to give them adequate support in the great consumer markets—the mediums that effect local sales.

In Chicago the most efficient sales medium is The Chicago Daily News, the paper that enjoys the reader interest and reader confidence of the great majority of financially competent homes in Chicago.

Ask your dealers—they know.

THE CHICAGO DAILY NEWS

First in Chicago

Inter

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Delegates

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International Atmosphere Prevails At Advertising Convention

Delegates from Foreign Lands Emphasize Fact That Associated Clubs
Have Broken National Boundaries

*Printers' Ink Convention Headquarters, Atlantic City, N. J.
Special by wire, Tuesday Noon,
June 5*

THE presence of more than a hundred British advertising men and delegates from Australia, Egypt and South American countries at the Associated Advertising Clubs of the World convention has convinced the vast majority of those in attendance that the Association should be international in fact as well as in name.

One of the manifestations of this belief was a special meeting held on the opening day of the convention for the purpose of considering ways and means whereby the Associated Clubs movement may be spread throughout the world. This meeting brought together a number of internationally known men, among them H. E. Emine Yehia Pacha, the owner of a string of newspapers in Egypt; Hugh Paton, president of The Associated Advertising Clubs of Australia and New Zealand; John Cheshire, the president of The Thirtieth Club of London; John S. Parson, the president of the Pan-American Advertising Association; representatives of advertising clubs of Hawaii, Ireland and Canada, and Herbert S. Houston, a former president of the A. A. C. of W.

A committee drawn from those in attendance at this meeting was appointed and given the task of presenting to the attention of the officers and executive committee of the Associated Clubs the thought that it is necessary that the Association should be both in name and in fact the Associated Advertising Clubs of the World.

The contest of the British delegates to have London chosen for the 1924 convention was notable for the quiet yet spirited way in which the Englishmen have been

working ever since they arrived in the United States to take next year's meeting to England. Their activities are chiefly responsible for the quickened realization that the Association should in fact be international. The only other claimant for the 1924 convention is Houston, Texas.

An interesting feature of the contest for next year's convention is the way in which the British delegates and boosters have been paying friendly calls at the headquarters of the Texas delegates to set forth the merits of London. Both groups are readily identified by badges of bright colors. The British color is crimson, and Texas an emerald green. It may be that the selection by Texas of emerald green as a campaign color will give the convention to London, for it furnished the introduction of a speech by one British delegate, a publisher, J. Murray Allison, at the Texas headquarters. Mr. Allison's introduction, by the way, was in effect: "I see you are wearing green because we lost Ireland. Now if we lose the convention, we will go back with broken hearts."

There are strong indications that the convention will be held in London. It is apt, however, to be a convention that might be described as a selective convention. It will be attended by delegates from each club of the Association. This plan involves, however, the holding of a second convention in an American city in the fall of 1924. At this second convention reports would be made by those who had attended the London convention. It is expected that if this plan is followed Cleveland will be chosen as the American convention city. It is possible, however, that London may be made the convention city without mention of a "selective"

convention, and therefore without provision for a second convention in this country.

Another manifestation of the convention's interest in international matters was the manner in which it followed addresses on subjects of world-wide interest in the opening hours of the convention on Sunday afternoon and Monday morning. For more than an hour and a half on Sunday afternoon Fred B. Smith, of the Johns-Manville Company, held the convention at his beck and call. Mr. Smith, representing the Federal Council of Churches, told with eloquence the conclusions that he had reached after a journey around the world in the interest of World Peace. He spoke with such fervor and passion in favor of a world court that his address was still being discussed by many of the delegates on Monday.

W. S. Crawford, head of the British advertising agency bearing his name, continued the discussion of matters of international moment. Mr. Crawford put his audience on its feet several times by his references to Lincoln and Roosevelt. His address was concerned with "How Advertising Can Better International Relations."

Senator Walter E. Edge followed President Lou E. Holland. He spoke of the convention city as his own home town. He made the suggestion that the Government could, through carefully planned advertising, make taxes pay dividends. As subjects for campaigns he offered the advanced activities of the Agricultural Department, the Bureau of Mines and "countless other bureaus." The unusual plan to substitute at times advertising in foreign lands for ambassadors was offered by the senior Senator from New Jersey. Robert Lynn Cox, vice-president of the Metropolitan Life Insurance Company, told interesting facts about the results of his company's health advertising. A portion of his speech appears elsewhere in this issue.

Frederick M. Feiker was the next speaker on the subject, "Put-

ting Advertising to Work to Eliminate Waste." He pointed out that the unintelligent buyer adds to waste in production and distribution. "The only fundamental way to cure industrial production waste is to educate the buyer to demand what he needs instead of giving him what he wants." The speaker said he approached the problem first as an engineer, and second as one who believes in the power of advertising, and thought of advertising not only as an aid in selling, but as a real help for intelligent buying. As showing need for simplification of styles, the speaker mentioned 6,118 axes competing for the buyers' attention from only three manufacturers, before the meeting to simplify. He also mentioned 260 different building codes and thirty different names for pine lumber in urging further simplification. One industry saves ten million dollars in one year through standardization. Ease and time saved in replacements and repairs were other advantages pointed out, with examples. The convention, he said, sets new goals for advertising's attainment, and advertising will meet the challenge of the times to help in reducing the cost of living, at the same time increasing the standards of living.

At the afternoon session Monday specific business problems were discussed on the theme, "What advertising has done for three great commercial fields—agricultural, public utility and automotive." Carl Williams covered the agricultural field. His speech appears elsewhere in this issue. Floyd W. Parsons spoke on the public utility field, and George M. Graham, vice-president, Chandler Motor Car Company, on the automotive field. Mr. Graham told of the present volume of the industry. He said "with two-thirds of all the automobiles going to families of \$4,000 income per year or less, with farmers owning three and a half million cars and trucks, it is no longer difficult to convince the architects of our laws that they should deal with the motor vehicle as a utility and not a luxury."

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Toda
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address

The last speaker at the afternoon session was Horace S. Imber, Associated Newspapers, Limited of London. His speech aroused great interest among the audience, since it showed the progress made in England toward raising the standards of advertising, illustrated with specific examples from his own experience. He said: "Advertising has been responsible for a complete transformation in business policy in England. Britain was once the most conservative country in the world in trade customs. It clung to tradition like the African chief to his fetish. It clothed itself in dignity as the chief did in his top hat and little else. Tradition we still have today, but it means something—sound business honestly conducted, not the old, empty tradition of having been in business a long time and holding fast to methods that had become obsolete. Dignity we still have, but not of the sort that fussy people are always standing upon. Advertising has brought about the change."

The joint assembly created under the new constitution held its meeting Monday night. Charles Henry Mackintosh was chairman and H. W. Harrington, secretary. It nominated Homer J. Buckley as the recommendation of the joint assembly for the next president, which nomination will be offered to the convention Thursday. Jesse H. Neal was nominated to succeed himself as secretary-treasurer, subject to the confirmation of the convention. The joint assembly also appointed a subcommittee on resolutions consisting of George B. Sharpe, chairman, Judge E. Allen Frost and Merle Sidener, which will report back to the joint assembly on Wednesday night.

All districts but three were represented at the meeting last night, one of the absent representatives being J. B. Powell, of District Seventeen, of Shanghai, who is being detained by Chinese bandits.

Today the inter-departmental meetings are under way. The addresses of many of the in-

dividuals taking part in these discussions appear immediately following this report.

This morning the Audit Bureau of Circulations at its regular monthly meeting re-elected Stanley Clague managing director. The A. B. C. entertained several British delegates at luncheon and explained the work of the Bureau. After the convention a portion of the British delegation will go to Chicago to get a more complete picture of the work that the Bureau is accomplishing.

The national advertising commission held its annual meeting on Monday afternoon. W. Frank McClure, of Albert Frank & Company, was re-elected chairman of the commission. George S. Fowler, advertising manager Colgate & Company, was elected vice-chairman. Charles F. Hatfield, president Community Advertising Department, was elected secretary. The attendance at the convention has already passed the 2,000 mark, according to the official registration records. This means, General Manager Carl Hunt believes, that before the convention ends there will be a total registration of about 3,500. With this convention, a new constitution changing the voting arrangements of the association has gone into effect. Dissatisfaction has been openly expressed on this new voting arrangement by a number of delegates.

This morning the New York Advertising Club delegates voted unanimously to present on Thursday an amendment to the new constitution that would give representation to club presidents in the joint assembly, which nominates the president. The New York delegates unanimously approved of London as the next convention city and are in favor of the re-election of President Holland. It is certain that Mr. Holland will be nominated from the floor on Thursday.

On the closing day of the convention President Lou E. Holland will submit at a general session a report showing a growth in financial strength, in number of clubs, in departments of the national

commission and in sustaining memberships. Income from sustaining membership has increased from \$118,894 to \$164,715 during the past year. The total growth

in membership has been 1,711. All of the figures given in President Holland's report on finance and membership are high-water marks.

Glimpses of General and Departmental Sessions

Advertising Is Becoming International

BASING his prediction on the principle that advertising follows trade wherever it goes, Frank A. Arnold, Frank Seaman, Inc., prophesied in his address before the American Association of Advertising Agencies that "We are at the present moment standing at the opening of an advertising opportunity which, within the next decade, will develop into something bigger and more important than even the most optimistic has dreamed.

"More and more manufacturers in this and other countries are thinking of their sales and promotion advertising in terms of the entire world. No longer are appropriations voiced in terms of any one locality.

"I do not think it involves too great a stretch of imagination to anticipate that a few years hence the advertising of British products in America will be as frequent and natural as the advertising of American products in Great Britain; and that the goods manufactured in China and Japan or elsewhere in the Far East will find an interchange of market and advertising promotion within each other's borders."

A One-Hundred-Million-Dollar Appropriation

THE total advertising bill of the public utility industry may some day amount to one hundred million dollars a year, Bernard J.

Mullaney, manager of public and industrial relations of the Peoples Gas Light & Coke Co., Chicago, informed the Community Advertising Department. He said:

The industry is already an advertising industry—somewhat. It is spending probably from \$8,000,000 to \$10,000,000 a year for advertising. Obviously, we have barely cracked the shell of utility advertising possibilities.

One-half of one per cent of their annual gross used for advertising by American public utility companies would make the tidy sum of about \$20,000,000 a year. One per cent of the gross for advertising, which some think a conservative mark to shoot at, would be about \$40,000,000. Add the advertising expenditures by manufacturers of merchandise and appliances used in, or in connection with, our business—a multitude of them from household appliances to industrial furnaces and street cars. This probably runs well into seven figures already and will be increased by increased utility advertising. At the rate the utility industry is still growing and with adequate encouragement and education along advertising lines, it is not at all a pipe dream to see the total advertising bill of this industry and its allied businesses mounting toward \$100,000,000 a year in the not distant future.

Outdoor Advertising as Headline News

TALKING before the Poster Advertising Association, on the advertising and merchandising of tomorrow, Leonard Dreyfuss, president, United Advertising Corporation, New York, referred to the fact that we are today a nation of headline readers. Mr. Dreyfuss pointed out how outdoor advertising is fundamentally headline news. He referred to the headline tendency in copy and

(Continued on page 169)

"In Philadelphia everybody reads the Bulletin"

average

The Biggest in Philadelphia



There can be no substitute for circulation.

The circulation of a newspaper is as indicative as the horse power rating of an engine when it comes to figuring what you're getting for your money.

Besides that—there is the unmeasurable prestige that comes through association with size—with leadership—with dominating individuality.

The Bulletin has the largest circulation of any paper in Philadelphia.

When you think of Philadelphia, think of the Bulletin with over 500,000 copies daily.

"In Philadelphia everybody reads the Bulletin"

The Bulletin

PHILADELPHIA'S NEWSPAPER

505,098

Average Daily Circulation for six months ending March 31

The Oklahoma Farmer-Stockman Protective Association

What It Is and How It Works

Among the numerous departments which combine to make The Oklahoma Farmer-Stockman a "balanced" publication is the Protective Association. This is a Service to protect subscribers and advertisers against fraud and injustice and help them in the settlement of claims and other problems. Its work is in addition to that of the average run of farm paper correspondence.

The results of this work are of clear value to an advertiser in measuring reader interest. The reader is brought right into our *dependable* advertising columns.

How It Works

Protective Association Report for 1922

By C. W. MULLEN, Manager.

The comparison with 1921 evinces a flattering degree of reader interest and approval.

	1922	1921
Letters received . . .	7,545	4,832
" written . . .	7,625	4,709
Claims handled . . .	490	366
" closed O. K. . .	412	290
" dropped . . .	51 or 10%	76 or 21%
" pending Dec. 31, '22.	27	

1922 by months, the total number of letters received at and written from Oklahoma City office:

	Received	Written		Received	Written
January . . .	438	397	July . . .	633	705
February . . .	369	473	August . . .	526	571
March . . .	763	737	September . . .	645	596
April . . .	861	905	October . . .	534	501
May . . .	788	720	November . . .	559	537
June . . .	856	864	December . . .	573	619

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claims have been handled with 180 different companies. Sixty of these claims or adjustments have been with one company. Twenty-three claims have been against railroad companies most of which have been settled satisfactorily with the exception of claims against the whose claim agent is very indifferent toward making settlements through the agency of the Protective Association.

There is no way to tell the exact amount collected in claims during the past year. Think there is no doubt it will average over \$1,000 a month.

This year we secured special information about 130 different companies other than oil companies. This year we have added to that list 67 more. Last year we secured special information about 63 oil companies. This year we have added to that list 67 more, making a total of 130 companies about which we have special information, to which often we have occasion to refer.

For example, 54 folks have inquired about buying Twenty folks have inquired about investing with the Corporation which we have considered speculative and we so informed inquirers. Probably as many more inquiries we come in about the Company and as many more about the Association, all of which are speculative. Assuming that each inquirer would have invested \$300.00, perhaps approximately \$135,000 have been turned to other than speculative channels during the past year through the Protective Association.

Together with the above feature there has been the legal feature which interests the largest number of subscribers. Their questions center largely around notes, mortgages, land titles, rental problems, school questions, wills and estates. Many letters indicate that subscribers have *nearly*, and in some cases *have* overlooked their rights on account of insufficient information. The Protective Association is helping folks in hundreds of cases of this sort.

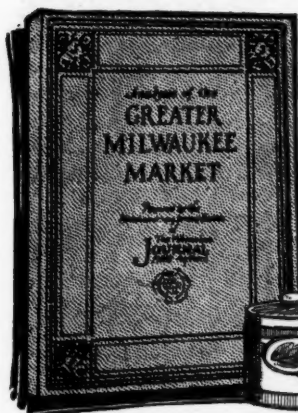
The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Dealers Buy Goods that Sell

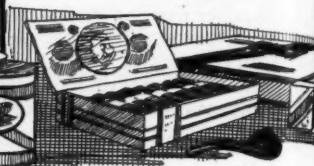


Volume 4—
Milwaukee Journal
Market Survey

Cigars Cigarettes
Tobacco Candy

Cigars
Cigarettes
Tobacco
Chewing Tobacco
Gum

Pipes
Box Candy
Bulk Candy
Candy Bar



THE dealer knows that the most profitable way to invest his capital, selling effort and shelf room is in merchandise that enjoys consumer demand—the brands that turn over readily affording a bigger profit on his investment. Sell to the consumer—and insure a steadily increasing demand from your dealers.

Volume 4 of The Milwaukee Journal market survey contains interesting and valuable information for all who make, sell or advertise tobacco or candy in any of its forms. It answers important questions such as these, con-

cerning the buying habits of consumers:

*How many men use tobacco?
How much "goes up in smoke"—and what kind of smoke?*

Do they indulge in cigars, cigarettes, smoking or chewing tobacco?

How many packages do they consume weekly, monthly or annually?

What are their favorite brands as indicated by the number of packages purchased?

An equally complete analysis is given on the buying habits of a half million consumers of candy, candy bars and gum.

Write for your copy now—charge of \$2 per volume is made to partly defray the production cost of this survey.

**The Milwaukee
JOURNAL
FIRST—by Merit**

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When the Leader Competes with the Rest of the Line

Cunard Lines Are Advertising to Get Full Passenger Lists for the Entire Fleet

By C. B. Larrabee

WHEN Mrs. Willoughby, of Laurel Road, decided that Willoughby must be getting tired of tomato and vegetable soup, she went to the nearest grocery and bought a can of Campbell's mock turtle. Back of this simple purchase was a story of advertising leaders and good-

Mrs. Willoughby bought her can of Campbell's tomato soup because she saw it advertised. A thorough trial convinced her that she liked the brand—and then she found, after reading the company's advertising and studying the package, that Campbell makes vegetable soup. She found the vegetable soup just as good as the tomato. It was only natural, then, that when the time came to vary her soup menu that she chose Campbell's mock turtle. The experience of Mrs. Willoughby demonstrates again the value of advertised leaders and builders of good-will. Almost every manufacturer of a varied line of products has seen this work out in his business—this simple process of building sales for his whole line on the strength of certain popular leaders that are in prominence in advertising. This would seem to be a happy arrangement, especially felicitous because of its effectiveness and simplicity. Unfortunately, however, more than one manufacturer has found that his leader was loaded with a peculiarly sensitive namite.

The Joseph Burnett Company is one. After three quarters of a century of successful business, in which the great emphasis had been placed behind vanilla extract, the company awoke to the fact that its worst competitor the rest of the extracts had was vanilla. A furniture manufacturer, who for

years had advertised a patented easy chair, found that this easy chair was a competitor for the rest of his line of living-room furniture.

Such a condition allows two plans of action. One is to be quite happy with the profits from the leader and to grab as many sales as possible from the rest of the line without any effort to remedy the peculiar competitive condition. The other is to recognize the competition offered by the leader, and to set about increasing the sales for the rest of the line by constructive advertising and selling.

THE PROBLEM AS IT EXISTS FOR STEAMSHIP COMPANIES

Every steamship company of any size has its leaders. The White Star has the *Majestic*, the *Olympic* and the *Homeric*. Cunard has the *Aquitania*, the *Berengaria* and the *Mauretania*. The United States Shipping Board has the *Leviathan*. In the eyes of the average traveler these ships stand for their lines, despite the fact that each line has a number of other ships that will give excellent service and for all ordinary purposes will give equal satisfaction.

For this reason a great amount of advertising has been centered about the leaders. They are the ships that sail with the largest lists of notables. They are the ships that break the speed records. They are the ships that can rightfully boast of that magic word "Largest." To neglect them for the benefit of the rest of the fleet is to overlook an unusually strong advertising asset, and yet their prominence brings about an uncomfortable situation.

There is a stock story among shipping men of emigrants who

have been lured to a certain line because of the sales talk of an ardent agent, backed up by a picture of a real, four-stack steamship. The emigrants arrived at the dock to find that passage was booked for them in the steerage of a ship that had only one stack. Thereupon they refused to sail, and only gave way when the agent assured them that the other three

new dress in six months, wants the best that his money can buy.

Perhaps he has been favorably impressed by Cunard advertising and by what he has read of the Cunard line. He decides definitely to cross in a Cunarder. All well and good, but in the back of his mind Cunarder means three ships: *Aquitania*, *Mauretania* and *Berengaria*. He forgets the fleet of 20,000 ships or the one-class cabin ships of 12,000 tons. In other words, he thinks of the leaders, and not of the fleet.

Now the Cunard line has no objection to filling the passenger lists of its leaders, and that is the chief reason why it gives them such advertising prominence. Unfortunately the leaders will carry only a small part of the people who want to cross the Atlantic, and the company cannot run its business with profit unless the rest of the fleet is carrying its share of the burden. The problem then is to make Cunard mean the leaders first, and the

Chief Steward Jones of the Aquitania

Second only to vigilant seamanship as a factor in Cunard prestige is the feeling of comfortable "at-homeness" experienced by travelers on every Cunard Liner. This precious contentment, equally notable on the de luxe express liners, the 20,000-tonners and the one-class cabin ships, results from a rare combination of experience, courtesy and attention to detail over which the Chief Steward is the presiding genius.

On a Cunarder the Chief Steward is truly the host of the ship, alert to gratify the slightest needs and personal inclinations of his guests, omnipresent, tireless and unfailingly cheerful. Whether you travel on the *Aquitania* and entrust your comfort to Chief Steward Jones and his staff, or on any one of the eighteen other smooth-going, superbly-equipped ships which make up the Cunard and Anchor transatlantic fleet, you will enjoy a personal sense of satisfaction which will remain one of the most delightful of your touring experiences.



De Luxe Weekly Express Liners
AQUITANIA MAURETANIA BERENGARIA

First Class Fleet	Cabin Date
AQUITANIA JULY 20	AQUITANIA JULY 20
COLUMBIA AUGUST 3	COLUMBIA AUGUST 3
MAURETANIA AUGUST 10	MAURETANIA AUGUST 10
BERENGARIA AUGUST 17	BERENGARIA AUGUST 17
ADONIS	ADONIS



EMPHASIZING IN NEWSPAPER COPY THE VALUE OF MEN—NOT SHIPS—TO A STEAMSHIP LINE

stacks would be hoisted into position as soon as the ship was on the high seas.

This may be exaggerated, but it reflects an attitude common, not only among emigrants but also among travelers of other classes.

All except the most experienced travelers look forward to a sea voyage as a breathless adventure, and even the man who has crossed the Atlantic several times feels a stirring of anticipation when he contemplates his next voyage. When the inexperienced traveler decides to cross he begins to shop around, to read advertisements, to study folders. He is like a woman who is going to buy her first

to get the leaders to build sales for the other ships, to bring them out of the competitive class.

In an advertising campaign in list of newspapers the company has been taking definite steps to take care of this problem.

To do this it is trying to shift the traveler's point of view. In trying to show him that the *Mauretania*, holder of Atlantic speed records for passage between East and West, is a reflection of Cunard, instead of Cunard being a reflection of the *Mauretania*. Once this idea is implanted in tourists' minds the passenger lists of the other ships will be automatically taken care of without loss to the leaders.

How the company has gone out its task is best shown by its advertisements themselves.

"Chief Engineer of the *Mauretania*" is the caption of one piece of copy. Below it is a picture of the chief engineer, Andrew Cockburn, R. D., R. N. R. At the bottom of the advertisement is a picture of the *Mauretania* itself, with a brief note on its record-breaking performances. Both pictures are done in an open pen technique that gives strength, combined with good printing qualities.

After reading the caption and looking at the illustrations, the reader would naturally expect to find in the copy a brief sketch of Andrew Cockburn, which would show that he has been responsible for the mechanical success of the *Mauretania*. Instead he finds this:

In the great impressive Engine Rooms where the marvelous mechanism of a Cunarder operates, unseen and unknown to the passengers, there work the guardians of Power and Speed—the Engineers. No matter how splendid is the

ship with its specially developed devices, it needs specially developed men. It is always the men who matter most, the men who really propel the Cunarder across the ocean and bring it back, smoothly, safely, on time.

Any Cunarder is a mechanical masterpiece whether it be the fleet *Mauretania* with its 125 furnaces and its electric plant large enough for a city of 100,000; or one of the new 20,000-tonners; or large one-class cabin ships. But the real pride of the Cunard is the intelligence, training and discipline of its men.

There follows a list of the various ships and the signature.

Other advertisements feature the commander of the *Aquitania*, the captain of the *Berengaria*, the captain of the *Mauretania*, the captain of the *Franconia*, the captain of the *Cameronia*, the chief steward of the *Aquitania*, the purser of the *Berengaria*, and other officers of the line. Each advertisement makes no further mention of the man after the caption and the line under his portrait, but emphasizes the value of big men to a great line.

Alternating with these advertisements the company is running

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

advertisements that feature the line generally. In these the picture of a ship takes the place of that of a man. Then, instead of featuring the ship itself, the copy shows that the ship merely represents a unit in a greater service. There are also a few advertisements that feature certain ships individually, used for the obvious reason of getting a general tie-up.

This advertising is really institutional, but remember that the company is selling an institution instead of certain tangible merchandise. It is showing that the same things stand behind the smallest ships that make the largest ships what they are, and that is certainly specific enough.

Many manufacturers fail to realize the interest on the part of the consumer in the men behind their products. Now and then a manufacturer senses this curiosity and does his best to satisfy it. A factory is only a building, a machine a machine, until men make them something greater. One ship is much like another to all but the experts, until men make them individual. Poetic-minded gentlemen may say that each ship has its personality—but practical-minded persons are apt to accept the statement with many reservations.

In the shipping field, however, individuals do have a great influence on travelers. Certain captains have their followings, travelers who will always book passage on their ships, and who will follow them from one ship to another, or even from one line to another. The same holds true of chief stewards and, to a certain extent, of pursers. This factor has been important in planning the present series of Cunard advertisements. For the first time the company is introducing these men to the public, so that the tourist who goes for the first time on a certain ship will recognize the captain or the steward. In addition it is renewing old acquaintances by re-introducing familiar officers to people who have traveled with them before.

The leaders will always be

leaders as long as they continue in service. Other ships may supplant them and take the lead ship eventually, but the company will never be without its leaders and as long as it has them it will have its problem of selling the rest of the fleet. However, as long as it can show travelers that the leaders are leaders because they are Cunarders, and that every Cunarder reflects the same careful service and the same splendid personnel, it will have gone a long way in its battle of holding business for the whole fleet without taking business from the three ships that stand at the head of the fleet.

While the company is not selling a tangible product, its problem is the same as that of any manufacturer whose products are in any way competing with each other, and its solution of the problem is applicable with modifications to almost any line. After all, any organization is no greater than its employees, no product inherently greater than any other product made by the same company. Once this idea is advertised to the buyers of the company's leaders, there is little difficulty in making the leaders' good-will carry over the rest of the line.

Munsey Consolidates New York "Sun" and "Globe"

Frank A. Munsey, who, as reported in *PRINTERS' INK* last week, has bought the New York *Globe*, has merged the newspaper with the New York *Sun*. The combined newspapers will be published as *The Sun and The Globe*. According to a statement made by Mr. Munsey this name will be simplified at a later date.

Edwin S. Friendly, business manager of the *Herald* and *Sun* will be business manager of the *Herald* and *The Sun and The Globe*.

Jason Rogers, who has been publisher of the *Globe*, will be retained in an advisory capacity by Mr. Munsey.

John D. Mowe Resigns from Kelly-Springfield

John D. Mowe, formerly vice-president, sales manager and director of the Kelly-Springfield Tire Company, New York, has resigned owing to continued ill health.



TH

Indianapolis

is different



It is necessary to sell three entirely different groups of department stores in different parts of one middle western city. In Indianapolis, the merchandiser finds that the buying of the greater part of a whole city is concentrated within the area of six city blocks.

The Indianapolis News



Frank T. Carroll, Advertising Manager
New York Office: Dan A. Carroll, 150 Nassau Street
Chicago Office: J. E. Lutz, The Tower Building

Vol. 31, No. 6

MIDWEST SECTION THE CAPPER FARM PRESS

June 1

Capper's Farmer

5 Cents a Copy

ANNOUNCES

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We are putting 4-color process covers on Capper's Farmer with a double purpose:

—to increase the attractiveness of the paper and its reader appeal;

—to give the discriminating advertiser the opportunity of reaching the rural market with the most effective type of advertising.

Men who study markets have a growing appreciation of the rural field. And the more they study it the more clearly they see that they need the farm press to supplement whatever other advertising they do. You can't cover the rural market without using farm papers.

Capper's Farmer does not dominate this fertile field. But it does give the national advertiser effective color coverage in a territory whose well-to-do folks own 58.3% of all farm property.

Let us show you how it fits into your campaign.

Capper's Farmer

Topeka, Kansas

Circulation 700,000

RATES—Back Cover . . . \$6,000

1st and 3rd Cover 5,000

Covers—Produced by the American
Colortype Co.

GUY SCRIVNER, Adv. Mgr.
608 S. Dearborn, Chicago

E. E. EAKINS, Representative
120 W. 42nd St., New York

Because Erie, Pa. is a city well over 100,000,—is easily covered by salesmen traveling Buffalo, Cleveland or Pittsburgh and is blanketed by *one evening* newspaper, Erie offers an exceptional *marketing* opportunity.

Erie in itself is a good market, large enough to be profitable. Population 112,571 (U. S. Census Bureau estimate 1923). It is a stable market of assured future because it is a city of widely diversified manufactures. It is not a "one crop" town; there are no industrial peaks of prosperity or valleys of depression.

The fact that Erie is just a short ride from three such strategic points as Buffalo, Cleveland or Pittsburgh, cuts down traveling expense. State lines should not bar a big city within the normal merchandising zone of another state.

When one evening, home newspaper, established 35 years, such as the Erie Daily Times, completely saturates the market, that cuts advertising expense. Net profits are likely to be greater in Erie than in some other cities even larger but requiring several newspapers for adequate coverage.

Erie Daily Times

A. B. C. Member

Evenings except Sunday

Representatives:

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

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Welcoming the British Advertising Delegates

One Hundred and Fourteen Representative Advertising Men from Overseas Start Busy Two Weeks

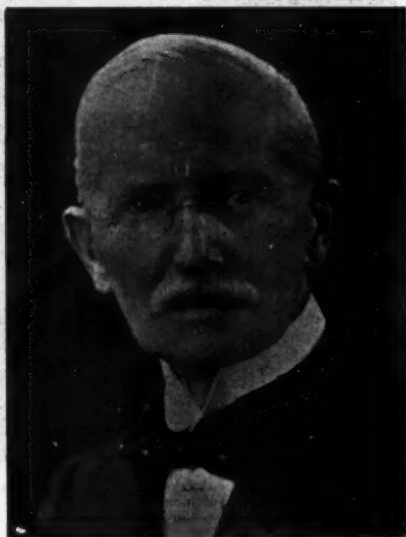
THE first few days ashore of the British delegation made sure the fact that before its members leave for home on June 16 they will spend two of the busiest weeks in their history.

A three hours' delay in the arrival of the *Berengaria*, and a flood tide which proved once more that it waits for no man, could not dampen the ardor of the welcome nor the enthusiasm of our guests, headed by John Cheshire, president of the Thirty Club, and C. Harold Vernon, president-elect.

The big dinner in the evening, delayed an hour and a half by fog and tide, ran smoothly and enthusiastically. The welcome down the bay was a story in itself. The New York City cutter *Macom*, placed at the disposal of the National Reception Committee by Hon. Grover A. Whalen, Commissioner of Plants and Structures, got under way at about 4 o'clock Friday. The *Macom* carried members of the reception committee, a band, and twenty revenue officers.

The cutter *Service* carried another band and sixty members of the Advertising Post of the American Legion. When the *Berengaria* came within earshot the music started. As the giant steamer came up to Quarantine at 5:30 and cast anchor, the enthusiasm of the welcome made the bay echo. The bands boomed out the American and British national anthems, the siren whistle on the *Macom* echoed across the water,

and as the two cutters pulled up alongside, friends called to friends. Organized cheering started, and the bands switched from anthems to jazz. Five members of the National Reception Committee, headed



JOHN CHESHIRE, MANAGING DIRECTOR OF LEVER BROTHERS, AND PRESIDENT OF "30" CLUB

by Herbert S. Houston, its chairman, and accompanied by Commissioner Whalen, then boarded the boat. While the customs men were passing the luggage the cutters stayed moored to the liner for almost an hour, and then it was that the flood tide almost called off the dinner. Captain Irvine, of the *Berengaria*, sent word that he was going to weigh anchor. The five committeemen and the British delegates landed at 8:20 at the Cunard pier, instead of at six o'clock at Pier A.

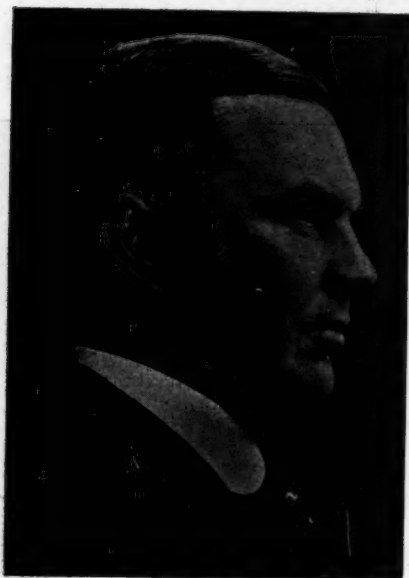
The visitors hurried from the dock to the Pennsylvania Hotel, where more than 600 of their hosts welcomed them to what E. D. Gibbs called "not merely a dinner but an event of international importance." Outside of the speakers, the British delegates

business speaks the same language in every country and between all countries, its language of square dealing, of understanding and of peace."

He reaffirmed his pledge to work for London as the 1924 convention city, and introduced

as toastmaster F. A. Wilson-Lawrenson of the "On to London Committee," who told why he was for London, details of his reception there, and then introduced E. T. Meredith, "former Secretary of Agriculture, publisher, banker, statesman and diplomat." Mr. Meredith aroused great enthusiasm among the delegates when he said "America will awaken tomorrow with a clearer vision of brotherhood, co-operative responsibility and willingness to do her full part for the peace of the world. I speak for myself only when I say that I am for the League of Nations, a league, an association of nations, or a world court, or any of them, that may be a step forward toward closer co-operation."

The British delegates bore invitations to London in 1924 from England's new Premier, Sir Stanley Baldwin, former Premier Lloyd George, Lord Robert Cecil, the President of the British Board of Trade and other notables, including manufacturers and publishers of Great Britain. The message of Lord Robert Cecil was: "I am very glad to hear of the deputation of advertising and business men to the United States. Nothing is more essential to the peace and prosperity of the world than that there should be a good understanding between the two countries, and I am sure that if the business interests of both sides



C. HAROLD VERNON, OF C. VERNON & SONS, LTD., ADVERTISING AGENCY AT LONDON, AND PRESIDENT-ELECT OF "30" CLUB

were seated one or more at a table with their American friends. It was a happy arrangement and the exchange of ideas for which the delegates had traveled so far started then and there. In extending the welcome at the dinner, Chairman Houston emphasized the good which must always result from an exchange of ideas between American and British manufacturers, advertising agents and publishers.

"As we counsel together in these coming days," he said, "we shall make high resolves to spread the light of honest business over the earth, knowing that honest

CORSETS



© The Warner Brothers Company

FOR many years we have placed a generous schedule of advertising in *Vogue*; in fact, as we began in 1898, we number ourselves as one of *Vogue's* most consistent advertisers. We consider *Vogue* a true class magazine of extraordinary energy and vitality; firmly established in our regard as a powerful factor in selling our finest products to well-to-do families. In addition, *Vogue's* connection with thousands of buyers and dealers everywhere has been distinctly advantageous to us in a number of ways, and has confirmed our original estimate of this magazine.

(Signed)

THE WARNER BROTHERS COMPANY

V O G U E

One of the CONDÉ NAST GROUP

get together it will be a very material help. The central idea of the cause to which I am committed is the great advantage of friendly discussion in removing difficulties and mistakes. You have therefore my very best wishes for the success of the deputation."

The first speaker for the visitors was W. S. Crawford, British vice-president of the Associated Advertising Clubs of the World. He and the other British speakers stressed, as did Lord Robert Cecil, the necessity for closer co-operation and understanding. Mr. Crawford called the Prince of Wales "our greatest trade ambassador" and said that he had set his seal of approval upon advertising as indispensable to modern business. He told the diners that he and his colleagues had come to learn our methods and to get the convention for London. Lou E. Holland, president of the Associated Advertising Clubs of the World, welcomed the visitors on behalf of organized advertising and reported a total of 241 clubs, with a membership of almost 30,000 now in the association.

Then came John Cheshire, head of the British delegation, managing director of the greatest of all British advertisers, sometimes called the largest in the world, Messrs. Lever Bros. Ltd., of Sunlight, Pears, Lux and Rinso fame.

Mr. Cheshire was for many years advertising manager of Lever Bros. His rise to managing director of this great international organization is an inspiring answer to the question, "What happens to advertising managers?" His friendly speech pictured the visiting delegation as Pilgrim sons coming to ask the Pilgrim fathers to return a visit to the homeland. He believes that a real exchange of opinions between men who use advertising as a building business force will do much to evolve a better way to drive home to the public the fact that advertising actually reduces the price of commodities by building a known-in-advance demand for them in large quantities.

C. Harold Vernon, present sec-

retary of the Thirty Club and its president-elect, head of the advertising agency of C. Vernon & Sons, Ltd., of London, expressed the gratification of his colleagues at the warmth of their reception and added again the invitation to London. In conversation later he suggested as subjects for discussion in 1924 the working out of a code on the protection of international trade-marks and patents and pointed out that the present complication of patent laws and different methods of operation had closed many markets to manufacturers.

DISTRIBUTION SHOULD BE CONSIDERED INTERNATIONALLY

The problems of distribution which are being discussed in England with equal interest as in America should also be considered internationally, it was said, and useful information exchanged on this vital subject. Lt.-Col E. F. Lawson, of the London *Daily Telegraph*, in a brief talk told of his pleasure at the reception accorded the visitors.

The last speaker, who started at midnight, was Willis H. Booth, vice-president of the Guaranty Trust Company and president of the International Chamber of Commerce. He pointed out that great as was Britain's contribution during the war, her contribution to humanity since had been even greater. A free flow of raw materials between the nations of the earth, and America's gold reserves were other subjects touched upon by this speaker.

After the dinner, a meeting between the American and British committees carried the activities an hour or two over into Saturday, and this was only the first day. At ten o'clock Saturday, Mayor Hylan of New York received the delegates from overseas. They then boarded the *Macom* at Pier A for a sight-seeing trip up the Hudson and through the Harlem River. The *Macom* anchored long enough to allow the visitors to lunch at the Yankee Stadium and to see the

(Continued on page 41)





OF COURSE they travel! And the June Harper's Bazar—the Travel Number—tells the fashionable women of America just what they should take with them on their European trips this summer. Just another way in which Harper's Bazar serves as a shopping guide for women of wealth and social position.

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvements

\$31,000,000

for



Sewer Improvements \$ 8,000,000

River Des Peres

Improvements . 11,000,000

New Waterworks 12,000,000

Globe-*D*
St. Louis' **La**

F. St. J. Richards, . . . New York
Guy S. Osborn, . . . Chicago
J. R. Scolaro, . . . Detroit

C. Geo. Kn
Dorland Ag
Asso. Amer

for Water and Sewer Facilities

CONSIDER the concrete, stone, brick, tile, and piping which will be required for these projects.

While the dredging machines and concrete mixers are busied with the tasks of laying the miles of sewers and water conduits, families will be moving to St. Louis to be near the workmen employed in these undertakings.

St. Louis' needs for clothing, food, furniture, housing, automobiles, jewelry—for everything which people use—will be multiplied many times over.

St. Louis offers new opportunities to the advertiser. . . . And The Globe Democrat, St. Louis' only morning newspaper, offers the way to capitalize on these opportunities.

. . . Ask our Service and Promotion Department.

The Democrat
Largest Daily

We could not be satisfied
unless we gave St Louis
her BEST Newspaper.

Y. Geo. Krogness, . . . San Francisco
Chicago Dorland Agency, Ltd., . . . London
Detroit Asso. American Newspapers, . . . Paris

Go Home!

Four Million Times!

FROM BURLINGTON TO BILOXI,
from Times Square to Tannersville—
homes, homes, homes—and in the homes
—Families—like yours and mine, regular
folks, with regular habits.

Working, earning, playing, reading—and spend-
ing, not indiscriminately, but wisely and well.

And in more than Four Millions of these homes
The American Weekly is as regular as Father's
rheumatics and Sister's beau.

And these Four Millions are sceptics—just as
sceptical as you and I, and while they buy con-
tinually, they go by on occasion. They buy no
gold bricks.

They do buy branded, advertised commodities—
products they read about and recognize as stand-
ard, and, believing what they read, in a publica-
tion they believe in, they are particularly quick to
ask for the product with which they have become
familiar through our pages!

Which is a very vital reason for your using this
patriarch of publications.

And seven dollars a line for the largest circula-
tion in the world, is another.

May we send further data?



A. J. KOBLER, Mgr.

1834 Broadway, New York

If you want to see the color of their money—Use Color, A.J.K.

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ball game there. The Stadium was decorated with British flags for the occasion and a band furnished as escort. This was followed by a theatre party at the Follies, followed in turn by an after-theatre supper on the roof of the Hotel Pennsylvania, then not much later to the special train which took them to the convention.

The recent words of the London *Daily Sketch*, when it described Americans as "peculiar in their vivid push-and-go" are surely being fulfilled.

After the convention activities will come the rest of the program; the trip to Philadelphia with visits to points of historic interest, Wanamaker's store and the Curtis plant, group activities in New York on June 9 and 10, a visit to Washington with a call at the White House to meet the President, back to New York to Paul Block's dinner at the Plaza and theatre-party at the Music Box Revue on June 13, the dinner given at the Ambassador by the American Association of Advertising Agents on the 14th—these are but a few of the many things planned for our visitors.

These owners and managers of great industrial institutions, publishers and editors of Britain's great newspapers and magazines, heads of advertising agencies, directors of public service corporations, artists, writers and engineers, all representing Great Britain, and all gathered as advertising men, are indeed welcome.

The ability of nations to grow and live depends on their willingness to co-operate with other nations. The ability of a business truly to serve industry and humanity depends upon its ability and willingness to exchange ideals and ideas.

W. R. Hotchkin Leaves Abraham & Straus

W. R. Hotchkin has resigned as publicity director of Abraham & Straus, Inc., Brooklyn, N. Y. He will devote all his time to his store promotion service for retailers.

Eric W. Gibberd, advertising manager, will temporarily take up the duties of publicity director.

J. M. Cox Buys Canton, O., "News"

The Canton, O., *News* has been bought by James M. Cox from H. T. Timken and C. W. Tufford.

The Miami, Fla., *Metropolis*, as previously reported in *PRINTERS' INK*, has been added to Mr. Cox's chain of newspapers and the name has been changed to the *News-Metropolis*. Mr. Cox is also owner of the Dayton, O., *News* and the Springfield, O., *News*.

I. A. Klein, Inc., publishers' representative, New York, has been appointed national advertising representative for the Canton *News* and the Miami *News-Metropolis*.

Pan American Advertising Association to Meet

The Pan American Advertising Association will hold its eighth Latin-American Market luncheon at New York on June 8. Speakers of the occasion will include the Hon. Agustin Edwards, president of the League of Nations, and Envoy Extraordinary and Minister Plenipotentiary of Chile to Great Britain; Hon. Bainbridge Colby, former Secretary of State and the Hon. Gustavo Muniaga Barela, Consul General of Chile in New York. Sr. Edwards is the publisher of several South American newspapers and magazines.

C. C. Younggreen Vice-President, Milwaukee Agency

Charles C. Younggreen has resigned as advertising manager of the J. I. Case Plow Works Company, Racine, Wis., to become vice-president of Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency. Before joining the Case company, where he has been for several years, Mr. Younggreen was publisher of the *Kansas Farmer and Mail and Breese*, Topeka, Kan. He was later director of advertising for the *Wisconsin Agriculturist*, Racine, Wis.

General Electric Company Appoints O. M. Bostwick

O. M. Bostwick has been appointed New York representative of the advertising and publication department of the General Electric Company, Schenectady, N. Y. Mr. Bostwick for three years was advertising manager of the Sprague Electric Works, Schenectady, which has been merged with the General Electric Company.

John Edgar Rhodes Dead

John Edgar Rhodes, secretary-manager of the Southern Pine Association died at New Orleans on June 2 at the age of forty-nine. Mr. Rhodes had previously served as secretary of the National Lumber Manufacturers' Association, and was at one time publisher of the *Tacoma, Wash., Tribune*.

Germans Active in Pirating Advertising Characters

German Imitators Taking Advantage of Demand They Did Not Create—
How This Unfair Competition Can Be Stopped

Special Washington Correspondence

DESPITE innumerable warnings of the Department of Commerce, and many articles on the subject in *PRINTERS' INK* and other publications, the purloining of American patents, trade-marks and ideas goes merrily on in Germany. The latest phase of German imitation is somewhat unusual, and was recently reported by Trade Commissioner Arthur J. Grey. He forwarded to the Bureau of Foreign and Domestic Commerce a copy of a catalogue and an advertisement clipped from the *Handels-Zeitung des Berliner Tagblatts*, illustrating various dolls of German manufacture, some of which are similar to popular American dolls and advertising characters known by these names: Kewpie, Billiken, Campbell Kids, Andy Gump, O Min, and Chester. Soap is also manufactured in these forms, the report states.

The newspaper advertisement mentioned, published over the name of G. H. Kunze, Berlin, illustrates a pair of dolls with a reproduction of a line drawing which is a close imitation of the familiar illustrations of the Campbell Kids. Both the advertisement and the catalogue name the figures "Bride and Groom." The catalogue illustration is in half-tone, and while it is not such a perfect likeness of the newspaper drawing it shows a resemblance strong enough clearly to indicate the source of the design.

While the Campbell Kids are the only American advertising characters imitated as dolls and featured in this catalogue, reproductions of both "Kewpie" and "Billiken" are illustrated and described under their own names. "Andy Gump" is also reproduced from the newspaper comic strip, as are his wife, "Min" and his son "Little Chester."

These imitations are undoubtedly the forerunners of others. American novelties and ideas are popular in many foreign countries, and internationally known advertising characters seem to offer the German imitator a profitable opportunity to take advantage of a demand he has had no part in creating.

On first thought, the advertisers who own familiar characters of the kind may think that this sort of imitation adds to the influence of their advertising. They may consider such imitation not only flattering but profitable. However, it inevitably leads to and encourages worse forms of imitation, and the development started should be stopped at once. Every owner of such advertising, comic or other character, should take immediate steps to protect his idea in Germany and other foreign countries.

STEPS THAT CAN BE TAKEN

"Many of our large advertisers seem to have forgotten," said Henry Chalmers, Chief of the Division of Foreign Tariffs, of the Bureau of Foreign and Domestic Commerce, "that the use of a trade-mark or advertising character abroad does not give exclusive right to it, as in this country. If such properties are not protected by registration in Germany and other countries, the American manufacturer may find that he is on a par with his imitators, so far as the sale of his goods in all foreign countries is concerned. If his advertising characters are not protected, he will find it more difficult to protect his trade-marks and patents. All characters of the kind should be protected by design patents in Germany, and in all other countries which require such registration."

Investigation of records showed

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A thirty-five cent magazine is worth more than a five cent magazine—to the Consumer.

IT IS, in fact, worth just seven times as much! The Consumer settles that. So a five cent magazine, to have a Consumer value equal to Cosmopolitan's one million one hundred thousand, would have to have *seven million circulation*. A fifteen cent magazine would require a circulation of 2,566,666 to equal Cosmopolitan in the Consumer's estimation. *There are no such magazines.*

Cosmopolitan ^{35 Cents}
America's Ablest Advertising Medium

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

the necessity of protecting American brands abroad in every conceivable way and the effectiveness of proper registration of trademarks and design patents. Probably the Gillette Safety Razor Company has been most successful of American concerns in protecting its interests in Germany and other countries. This company, by registering its designs, package colors, familiar advertising phrases, trade-marks and other properties of the kind against every form of imitation in foreign countries, has been able to stop all foreign imitations of its razors and blades. The Gillette company has also registered every conceivable name that is similar to its own, such as Jillett, Collett and Quillette. This concern has so well fortified its merchandise abroad that it has been able to confiscate quantities of imitation goods abroad, to secure orders compelling imitators to cease manufacture, and to jail several recent flagrant offenders.

Helping to Add New Recruits to Advertising

THE CONOVER-MOONEY COMPANY
CHICAGO, ILL., May 29, 1923.

Editor of PRINTERS' INK:

I read with a great deal of interest "The Humble Beginnings of Our Great Advertisers" in May *Printers' Ink Monthly*, telling how some of the big advertisers got their start. It is certainly a very helpful piece of work and has already aided me in a solicitation.

THE CONOVER-MOONEY COMPANY,
R. J. MOONEY,
President.

Portland, Ore., Agency Augments Staff

H. H. Grandy has been appointed manager of the engraving department of The Arcady Company, Portland, Ore., advertising agency. Mr. Grandy was formerly with the United States Bureau of Engraving.

Waldemar Hollensted has joined the copy staff and Mrs. Helen Kennedy, the copy department of this agency.

New Account for Alfred Austin Advertising Agency

Cohn-Hall-Marx, cotton converters, New York, have placed their account with the Alfred Austin Advertising Agency of that city.

What Is "Standard" Oil?

THE Federal Trade Commission recently issued a complaint against the promoters of a Delaware corporation named the Royal Dutch Company of Texas on the ground of false allegations designed to promote the sale of stock, and alleged among other things that the corporate name constitutes an infringement of the rights of the Royal Dutch Shell Company.

In responding to this complaint, the promoter makes this interesting comment:

"Let me call to the attention of the Federal Trade Commission that the various Standard Companies are technically and legally separate and individual companies and subject to the same infringement of 'copyright names,' if such they be, as the name Royal Dutch. The name Texas is distinct when added to Royal Dutch as is the name New York, Indiana, etc., to Standard. The cases are parallel. If the Commission takes the attitude that the various Standard names are of one company then we would assume that the Commission assumes that the various standard companies are still a 'trust.'"

"The Crescent" Appoints Philadelphia Representative

John S. Baughman has been appointed to represent *The Crescent*, St. Paul, Minn., in the Philadelphia territory. For seven years he has been advertising manager of the *International Railway Journal*, Philadelphia. He also has been with the *American Mason*, Philadelphia.

J. H. Johnson with Universal Finance Company

J. H. Johnson has resigned as publicity manager of The National City Bank, Cleveland, to become vice-president of the Universal Finance Company, also of that city.

Gordon Cole Returns to "Vogue"

Gordon Cole has joined the staff of *Vogue* at New York. He was formerly with *Vogue* at Chicago, and more recently had been with the Chicago office of *Good Housekeeping*.

A Substitution

This advertisement is directed to firms or individuals who collate information from Printers' Ink for reference purposes.

Substitute this advertisement for that which appeared in the May 24th issue of Printers' Ink.

A Short Story — But Important

The Chicago Evening American's percentage of gain in display advertising lineage for the first four months of 1923 exceeds that of any other Chicago newspaper.

**625,076 lines gain in first
four months of 1923**

What more could we say?

What more need we say?

CHICAGO EVENING AMERICAN

A Good Newspaper

Only afternoon newspaper in Chicago with a circulation of more than 400,000

Announcing a 10er all retail outlets for elect

FOR seven years, under McGraw-Hill direction, "Electrical Merchandising" has served the established electrical distributing industry—electrical dealers, contractors, jobbers, their salesmen and the merchandising departments of electric light and power companies. Today its circulation is 15,000 copies each month. Through "Electrical Merchandising" the manufacturer has been able to reach his customers and prospective customers in the established electrical trade.

GRADUALLY but surely, however, a change has taken place in the distributing arm of the electrical industry and the number of channels of distribution has been increased. The remarkable increased demand for electrical service and appliances has caused thousands of retailers outside the electrical trade to take on electrical merchandise as side lines. Electrical devices are now sold in hardware stores, housefurnishing stores, department stores and in many other stores outside of the ordinary distributors of the electrical trade.

Also with the increased demand for electrical service and appliances has come an increase in the number of small electrical contractors.

These new-comers, non-electrical dealers who have recently taken on electrical lines, and these new small electrical contractors—must be served alike by the electrical business paper publisher and the manufacturer. In a short time these new-comers have become an important factor in the electrical distributing field.

AS PUBLISHERS of "Electrical Merchandising," the magazine serving the established electrical distributing industry, the McGraw-Hill Company feels the responsibility of serving these 30,000 "potential" members of the electrical industry with a business publication that will help to fit them for graduation into the established electrical trade. Obviously an existing electrical publica

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10 per cent coverage of electrical merchandise

tion, such as "Electrical Merchandising," can not adequately serve this group, because their present problems are different from those of the established electrical dealer, contractor and central-station merchandising department.

TO SIMPLIFY its problem of serving the non-electrical retailer handling electrical merchandise and the new small contractor, the McGraw-Hill Company has purchased from the Rodger Publishing Company "Electrical Retailing," a publication whose circulation has included the non-electrical retailers of electrical goods.

"Electrical Retailing's" scope and usefulness will be broadened through the resources made available by the strong staff of editors and advertising men of the present McGraw-Hill electrical papers. "Electrical Retailing" will distribute 30,000 copies monthly and its present paid circulation will be developed by the large circulation force of the McGraw-Hill organization.

TO THE electrical manufacturer this linking of "Electrical Retailing" with "Electrical Merchandising" is of vital importance because the combined circulation of these two publications—45,000 copies monthly—will give him complete coverage of the whole field of electrical marketing and installation. Obviously, under the changed conditions in the electrical distributing field, no manufacturer can develop 100% of his retail market unless he is placing his sales message before the established electrical dealer and contractor, the "non-electrical" retailer, the new small electrical contractor and the central station with a merchandising department.

JAMES H. MCGRAW,

President,

MCGRAW-HILL COMPANY, INC.

Louisville, Kentucky

Now has a Population of

300,106

An Increase of 6,030 over 1922

LOUISVILLE is a city of Wealth, and Business in all lines is prosperous.

A MOST PROFITABLE TRY-OUT AND RESPONSIVE FIELD

in which Manufacturers and Advertisers can identify their products through the advertising columns of

THE LOUISVILLE HERALD

which ranks first in its field as to confidence, integrity and news interest.

PERSONAL CO-OPERATION is given to National Advertisers by the Herald's Merchandising and Promotion Department, which is augmented by the Herald's "Merchandising Co-Operator" that is published and circulated among Louisville's Wholesalers, Jobbers and Retailers, and is an invaluable auxiliary and exponent of practical suggestions to concentrate dealers' activities on merchandise as advertised in

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Foreign Representatives

KELLY SMITH CO.

Marbridge Building.....New York

Lytton Building.....Chicago

GEO. M. KOHN

Walton Building.....Atlanta

R. J. BIDWELL

Market Street.....San Francisco

Times Building.....Los Angeles

What Advertising Has Done and Can Do for Agriculture

How the Farmer's Income Can Keep Pace with His Desires

By Carl Williams

Editor, *Oklahoma Farmer-Stockman*; President, American Cotton Growers Exchange

"WHAT advertising has done and can do for agriculture" would seem to indicate that there are two parts to this subject. Perhaps superficially this is so, yet fundamentally the past, present and future of this question are as much a part of one another as time is a part of eternity.

The truth is that advertising is the handmaiden of business and that the relationship of city business with agriculture is a permanently interdependent affair. They are the two hands of the body politic. The condition of one inevitably affects the usefulness of the other.

Advertising has performed a great fundamental service for agriculture. In so doing it has also incurred a great responsibility. Advertising is largely responsible for the improved standard of living on American farms today as compared with any generation that is past. It is also largely responsible for the present dissatisfied mental attitude of the American farmer and his family.

Let us accept as truth without argument the fact that there is no fundamental difference between the people who live in cities and those who live on farms. There are undoubtedly superficial differences, such as isolation and opportunity for education, which affect to a certain degree the trend of agricultural thought as compared to that in cities. But the colonel's lady and Judy O'Grady are sisters under the skin and given the same circumstances they

will respond in the same way to the same impulse.

The effect of advertising on the farmer has been to develop a series of wants.

Advertising taught him that city people had these things, and his own response was a similar desire. He fell for the idea of electric lights and sewage systems and running water and bath tubs and a lot of other basic conveniences which had long been accepted as standard affairs in cities, but which the ingenuity of modern business had not so rapidly made available for farm folks. The farmer and his family have gratified these desires, for which advertising is responsible, to the degree that farm finances will permit.

But here there came a hitch in the proceedings. Advertising successfully created desire, which is one of its functions. Advertising also developed the fact in the farmer's mind that his own resources were all too often insufficient to gratify the created desire. The result was discontent. Investigation on the farmer's part disclosed the fact that city people have these things, accept them as a matter of course, and by some manner of means are able to pay for them with a white-collar job on an eight-hour day. The result was further discontent and a gradual recognition that the returns from agriculture, especially in the post-war years, have not been comparable to the returns from similar energy and intelligence applied in city life.

A survey of the situation as it exists today will serve to illustrate the problem. The cities of America display a most remarkable post-war prosperity. After four years devoted to making war

From an address before the General Session at the Atlantic City Convention of the Associated Advertising Clubs of the World.

materials, a fifth to filling frenzied orders from Europe and still another year of the finest example of business stagnation within the memory of the present generation, we suddenly found ourselves about six years behind in the matter of houses, railway equipment, automobiles, textiles, and a lot of other things which are more or less the common needs of a constantly increasing population.

But in all this wonderful prosperity one necessary element of the population has been sadly lagging behind. The buying power of the farmer has been seriously disarranged.

He receives a dollar for a specified amount of produce, but when he attempts to trade that dollar for other commodities he finds that it has miraculously shrunk in value to 69 cents and that its actual buying power is almost a third less than during the pre-war period in which, even at its best, farm profits came out of increased land values rather than out of the labor of the farmer and his family.

Here is mal-adjustment of the body politic. Even though 40 per cent of the American people live on farms their pre-war average was but 18 per cent of the public's buying power. Reduce this one-third as a result of the present unbalanced ratio between agricultural and commodity prices and you visualize the situation which vitally affects all business.

On the 6,500,000 farms in this country there is an ever-existent need for houses, furniture, barns and windmills, automobiles, tractors and trucks, farm tools, lighting plants and sanitary fixtures, clothing and shoes, and on top of this 40 per cent of the food consumed by farmers.

The farmer is a better buyer than the town man of these and a thousand other things when his own business is good, because of the vast void which still exists in his possession of them. He cannot buy when business is bad and his own regret at that fact is infinitely greater than yours.

Farmers recognize their economic situation better than anybody because their shoe was the first and hardest to pinch. They take their problem seriously. For years they have carried a sense of injustice at a situation which has forced them to accept living conditions not imposed on any other class of citizens.

They have been angry about it. Being angry they have begun to think. Thinking, they have endeavored to diagnose the disease and to evolve a remedy.

The natural tendency of humanity when things go wrong is to cuss the Government.

Except in certain sections of the United States, however, I am happy to believe that this tendency is somewhat decreasing. One by one farmers are discovering that there is no political remedy for an economic evil.

The only other outlet for the present agricultural resentment is co-operative marketing, used as an economic remedy for the economic disease whose cancerous tendency is already too evident in American business.

CO-OPERATIVE IDEA IS OLD

There is nothing new in co-operative marketing. It was tried in China 3,000 years ago and failed there only because its leaders went into politics. It began its present development in Switzerland 200 years ago and has been in progress in Denmark during seventy years.

In America, California has been a hotbed of co-operative marketing for a quarter of a century, and the stumbling progress of the farmers of that State toward economic independence has been made the foundation for an agrarian movement which has swept from West to East like a prairie fire on the heels of a strong wind.

Today more than a million farmers, doing an annual business of more than \$1,000,000,000 a year, are members of strong, sane, sound, businesslike marketing organizations, and the science of co-operative marketing has



444,310 more lines of display advertising were placed in The Minneapolis Journal than the next paper by local merchants during the first four months of 1923. The Journal's total was 3,137,197 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

progressed to a point where it is possible to look at a plan and tell definitely in advance whether that marketing plan has a chance to succeed or is sure to fail.

There have been a dozen failures to one success in the attempts of farmers to solve this problem. But out of the fire of failure has come the knowledge that marketing by farmers is essentially no different from marketing by city men.

It is a peculiar thing that the farmer and the artist are the only two men in the world who have persistently attempted to market their products individually. Both produce as individuals and the farmer has assumed that because production is a personal matter marketing must also be. Every other class of business men long since recognized that group combinations of effort and capital led to greater intelligence, efficiency and economy in the operations of an enterprise. The farmer has finally also grasped this economic truth and has applied the principle of group marketing to his own job.

I occasionally hear someone say that these new types of farm organizations are socialistic in their nature, tending toward radicalism and bolshevism. In truth they are the exact opposite of all these things. May I make an illustration?

The American Telephone and Telegraph Company is a fine example of the centralization of capital and control. It stands alone in its field in America today because it performs a legitimate service at a reasonable cost. It might be regarded as a trust in the sense that it controls all there is of a specific commodity. Yet the American Telephone and Telegraph Company has 244,000 stockholders, more than 225,000 of whom have invested less than \$10,000 each in money, with the expectation of specific annual dividends. These stockholders are men like ourselves.

The American Cotton Growers Exchange, which is a farmers' co-operative marketing organiza-

tion, has 250,000 members who are in every essential degree comparable, so far as their investment is concerned, to the stockholders of the American Bell Telephone Company. The same group principle of marketing applies. The same desire for profits actuates both groups. The only difference between the two corporations lies first in the degree of control, and second in the form of investment.

Here we get a sheer principle of business economics. We recognize that a corporation formed to both buy and sell, or in which there is necessary a large accumulation of physical property, must have capital in the form of money with which to buy or build. A corporation formed for selling only needs no capital. All it needs is something to sell. The co-operative is organized without capital stock in the form of money, but the co-operative has capital stock in the form of the commodity itself, which is assured by a legally binding, iron-clad, long-time contract under which the member agrees to deliver to the association for marketing purposes all of the specific product which he grows.

WHERE THE CO-OPERATIVE ASSOCIATIONS ARE STRONG

On the same generic theory an endeavor is made to attain control of the largest possible volume of the product. Ninety per cent of the dried fruits, 75 per cent of the citrus fruits, 70 per cent of the tobacco, 65 per cent of the nuts, 25 per cent of the milk and milk products, 20 per cent of the cotton, and 3 per cent of the wheat grown in the United States today are controlled by co-operative marketing associations.

But what are we trying to do by all these plans? Essentially we are trying to substitute the principle of merchandising for that of dumping in the marketing of agricultural products.

Seventy per cent of the wheat and 80 per cent of the cotton of America are dumped on the market within four months after

(Continued on page 57)

MEMBER ASSOCIATED PRESS

MEMBER A. B. C.

Our Representatives Are Ready to Serve You

THE Advertising Department of The Christian Science Monitor has offices in Boston, New York, London, Chicago, Cleveland, Kansas City, Los Angeles, San Francisco and Seattle.

The Monitor also has more than 300 local advertising representatives in the United States, Canada, Great Britain, Australia, South Africa, France, Italy and other countries.

One of the functions of every Advertising Representative of the Monitor is to give service to the Monitor's National Advertisers by bringing their advertisements to the attention of Retail Dealers who may properly be interested.

"Tie-up" advertisements are frequently obtained. More than 6,000 such "tie-up" advertisements, featuring 274 nationally advertised products, appeared in the Monitor between January 1 and May 31, 1923.

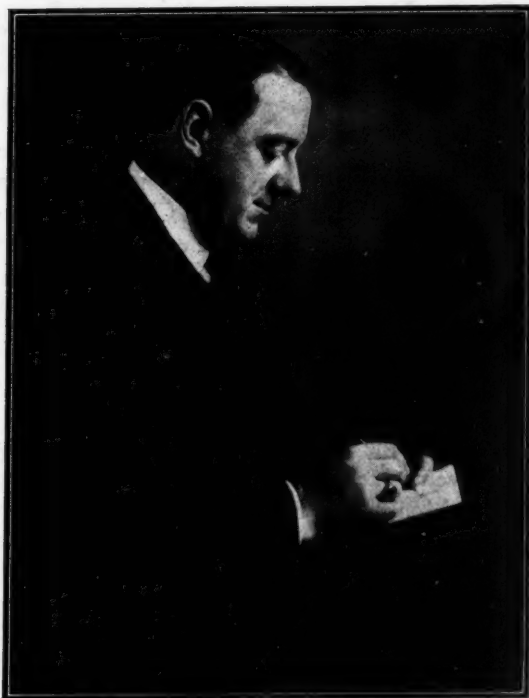
Steady increase in the number of National Advertisers using the Monitor's columns testifies to the practical value of this unique service.

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

PUBLICATION OFFICE

107 Falmouth St., Boston, Mass.



HENDRIK WILLEM VAN LOON

THE author of "The Story of Mankind" and "The Story of the Bible," writes with his accustomed easy charm of "Witches and Witch-finders" in The Mentor for June. The article is illustrated by several of Mr. Van Loon's own pen drawings.



For Inquisitive Minds

HISTORY in The Mentor is never a tedious list of names and dates. Mentor readers are busy people. For them, history must be a living record of what men have thought and done.

Thus, Mr. Van Loon, in the June issue, does something more than tell the story of witchcraft. In his hands it becomes a monstrous chapter of the eternal warfare between knowledge and ignorance.

What is done here for Mentor readers with a phase of history, is done in other numbers of the Mentor with art, literature, science and travel. For the inquisitive minds of cultivated men and women The Mentor presents the permanent aspects of the finer things that make life richer.

Accordingly The Mentor is received in more than 100,000 good homes with an intimate friendliness that largely increases the value of its advertising pages for the sale of quality merchandise.

The MENTOR

THE CROWELL PUBLISHING COMPANY

381 FOURTH AVENUE
N. Y.



Advertise Household Equipment in CHILD LIFE

HOMES that subscribe to *Child Life* consider housekeeping as a science. Their equipment is as carefully chosen as the equipment of a laboratory. All is done that can be done to preserve the health and insure the physical well-being of the children.

These homes—more than 100,000 of them—constitute a rich quality market for all who manufacture and sell household equipment—sanitary plumbing fixtures, kitchen cabinets, improved cooking stoves, laundry equipment, heating systems and all other permanent betterments for the home.

Remember that the advertisement in *Child Life* talks straight to the mother, for she sees it when she has the youngsters gathered around her. At this time any appeal that tells of more efficient home planning and management will come to her with great force. And the homes into which *Child Life* goes have the purchasing ability to provide the best!

Advertise your products to this rich quality market! Write for rates and a copy of *Child Life* to look over.



RAND McNALLY & COMPANY

Publishers

536 S. Clark Street, Chicago

Mothers who *select* read
"CHILD LIFE" to their Children



harvest to supply consumer needs which extend over twelve months. During this period the million of individual farmers are their own worst enemies. Because of market customs and credit needs they stage every autumn a great contest among themselves to sell, in which the immediate supply is infinitely greater than the immediate demand and in which under the immutable laws of human nature, the necessities of the weakest and most needy make the price for all. The result is a reasonable profit to everybody except the farmer.

The co-operative attempt to substitute merchandising for dumping merely means that the farmer is taking another leaf out of the city man's book and is trying to distribute his product as it is actually needed by the manufacturer and consumer, rather than as it may be speculatively bought for profit and held pending consumer demand.

We do all this by standardizing and grading the product with a constant improvement in quality. We pack it as the buyer desires.

A fine illustration is found in prunes. The old twenty-five-pound package, open to flies and the dust of the streets in the grocery store kept prunes out of millions of homes. The prune growers tried a one-pound package and found it too small, because the prunes sugared and dropped in quality. They tried a five-pound package and found it too large for family consumption. They tried a two-pound package and caught the public fancy, with the result that the two-pound package for family use and the five-pound package for the boarding house are now the standard containers.

We endeavor to extend the market by times. Oranges were once Christmas gifts and for parties. The farmers' organization has made them a daily breakfast food throughout America.

New markets are constantly sought in new places and intelligent methods are used in reaching them. The prune growers are

today developing an additional market in China. When they planned it they put up sample packages for distribution to the Chinese with big purple prunes printed on the cover. Then they found that purple in China is the sign of old age and death and they had to change the package.

The cotton growers, from information furnished by the United States Bureau of Standards, have recently discovered that a blanket made of 70 per cent cotton and 30 per cent wool is warmer than an all-wool blanket of the same weight. This again may mean an extension of use.

We endeavor to control the flow of products in order that no market shall be glutted and no market have a famine, the aim always being to have the price dependent on the supply at the point of consumption, rather than to follow the old method of the unorganized farmer whose price is always fixed at the point of production.

None of these things can be done by the individual grower. They must all be done by organization.

Engineering Advertisers Elect J. B. Patterson

J. B. Patterson, advertising and sales manager of the P. H. & F. M. Roots Company, Chicago, was elected president of the Engineering Advertisers' Association at its annual meeting at Chicago, on May 28.

The other new officers elected are: Ezra W. Clark, advertising manager, Clark Equipment Company, Buchanan, Mich., vice-president; N. C. Tompkins, advertising manager, Creamery Package Manufacturing Company, Chicago, secretary, and C. H. Connell, advertising manager, Weller Manufacturing Company, Chicago, treasurer. Julius Holl, retiring president of the association, reported that the association's membership had more than doubled in the last year.

M. M. Lord Joins Syracuse Newspapers

M. M. Lord has been appointed general manager of the Syracuse, N. Y., *Telegram and Sunday American*. Mr. Lord was recently with the business department of the Boston *Herald and Traveler*.

Cutting Away from Mail Order and What It Means

Progress by Retailers Shown through James Heddon's Sons Casting Lot Exclusively with Them

By G. A. Nichols

THE action of James Heddon's Sons, of Dowagiac, Mich., makers of Dowagiac fishing tackle, in withdrawing their line from the retail mail-order houses is a significant indication of the increasing importance of the retailer as a factor in distribution.

The Heddon company, apparently accepting without reservation the retailer's claim that he should be protected against catalogue concerns that might undersell him, proposed to Sears Roebuck and Montgomery Ward, that those firms should stop handling Dowagiac tackle. The arrangement was amicably made and in the very best mutual spirit.

"Our line of goods," explains L. J. Wooster, sales manager of the Heddon company, "is one on which price is not the main inducement to purchase. The price might even be considered as high if one did not bear in mind the quality. The catalogue houses were selling a fair volume of our goods, but it was not so very difficult to show them, as a business proposition, that they were not selling a sufficient quantity to pay them the right kind of a profit on the catalogue space and the selling effort they were devoting to our merchandise.

"The mail-order people had quite a quantity of our goods in stock when we advanced the proposition to them. A portion of this was up to date, but to a considerable extent it represented an accumulation of odds and ends that in the course of time will be found in any stock, including some discontinued items.

"All this accumulation of merchandise, up to date or otherwise, we agreed to take back at a stated price. In return the mail-order houses were to drop all our goods

from their catalogues at once. This agreement has been consummated by both parties. We got all the mail-order houses' Dowagiac stock, and they now will keep all reference to our goods out of their catalogues.

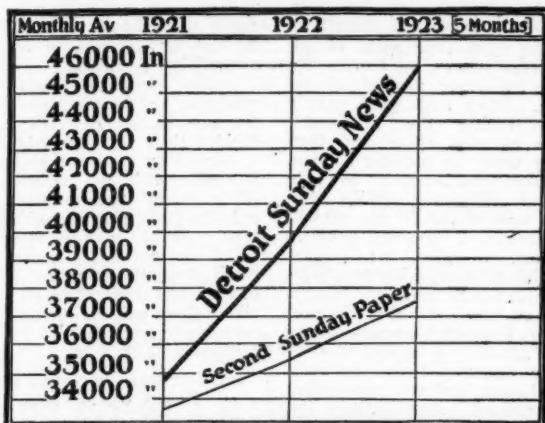
"The taking back of these goods of course involves some loss for us. But it was the only way in which we could be entirely consistent and just to all concerned. Even though we and the mail-order houses should mutually agree that no more of our merchandise should be handled through that channel, they still would have the right to advertise the line in their catalogues as long as they had enough of it in stock to justify cataloguing. Even though the arrangement were perfectly on the square, we could not get out of it the maximum advertising effect until such time as the catalogue advertising were discontinued.

MAKING A CLEAN START

"If a thing of this kind is going to be done, there may as well be a clean sweep in the beginning. Whatever loss there is, had better be assumed at the outset, and then a start with an absolutely clean slate can be made. It cost us quite a sum of money to take back this more or less obsolete line of goods. But we think this will be more than neutralized by the resulting good-will our action will cause among the trade."

It is easy to read between the lines of Mr. Wooster's more or less guarded statement and see in it ample evidence of the increasing efficiency of the retailer—also that the retail store, all things considered, is the most satisfactory method of selling things to the

Trend of Advertising Favors Detroit Sunday News



DURING the last two and a half years the trend in favor of Detroit Sunday News advertising has been particularly marked.

The chart above shows the average monthly volume of advertising in inches for The Detroit Sunday News and its nearest competitor in 1921, 1922, and for the first five months of this year. Note how The Sunday News line shows a distinct upward trend rising from 34,000 average inches per month for 1921 to 46,000 average inches per month for 1923, while the next Sunday paper's line shows a relatively normal rise.

In the five months of this year The Sunday News published 3,220,042 lines of advertising—a lead of 617,274 agate lines over the second paper. The pudding in Detroit has been eaten. You need not experiment. To reach the great Michigan state field without sacrificing in the city of Detroit itself there is but one paper you can use—The Detroit Sunday News.

The Detroit News

**More Than 280,000 Daily, 270,000 Sunday Circulation.
Greatest Circulation in Detroit and Michigan.**

user. Every manufacturer, being in business to make a profit, is going to work along with the distribution plan that means the most for him. If mail order offers him the best and most profitable outlet, he would be foolish to allow the clamor from the retailers to cause him to dispense with that outlet. Indeed, manufacturers, with some few notable exceptions, have been insisting upon their right to sell mail-order houses, mail order being a legitimate method of retailing. They have gone calmly ahead selling the mail-order houses as they chose and then relying upon the popular demand for their merchandise to help them in selling the retailer also.

But now there is an increasing disposition, in some quarters at least, to give the retailer exclusive representation on advertised brands. Some leading manufacturers, such as the Calumet Baking Powder Company, make much advertising capital out of the fact that they do not sell mail-order houses, and this goes a long way toward accentuating the dealer good-will created by the advertising. But this, it ought to be remembered, is due not to any noisy demands made by the retailer. Such demands have been heard for many years. The fact is, however, that the retailer has been waking up to a realization of his shortcomings. He is discovering that he has been complaining too much and that he, as well as the jobber and the manufacturer, must put forth some constructive efforts for success. He is learning that he has no heaven-born preference over the mail-order man just because the latter may be selling out of a book while he sells in a store. He is learning that success in retail merchandising means a combination of worthy goods, fair prices, satisfactory service and aggressive advertising effort. The fact that he has learned these things to a considerable extent from the mail-order man does not make them any the less useful to him.

The net result is that the retail store is becoming more and more

a profitable outlet for the manufacturer, and one increasingly responsive to co-operative selling effort. This the manufacturer sees, and he is acting accordingly. The progress made by the retail store in the last five years has done more to make the manufacturer less inclined to distribute through mail-order houses than could have been accomplished through a life time of agitation or whining complaint.

James Heddon's Sons after analyzing coldly the merchandising possibilities of their goods, decided their best interests would be served by casting their lot exclusively with the retailer. In other words, the retailer could sell that class of goods with better results for the manufacturer than could the mail-order house. The retail store, the company decided, had worked itself along to a point where there was no question of its superiority over the other selling mediums.

RETAILER NEED NOT FEAR MAIL-ORDER COMPETITION

This is the simple business of the thing. It affords more proof that the mail-order houses, no matter how prosperous they may become, are not going to interfere to any appreciable extent with the retailer who knows his business. And yet, a few years ago, certain retail interests, became so frightened at the mail-order bogey that they sponsored a foolish bill before Congress to impose a prohibitive tax on catalogue house transactions! A little while before that they maintained an expensive lobby in Washington in an effort to kill parcel post legislation, the thought being that parcel post would enable the catalogue house to finish the job of stamping the retailer into the ground.

The folly and futility of such agitation has been apparent for a long time. And now the retailer is beginning to regard in the same light his arbitrary demands that the manufacturer cut off the mail-order house's source of supply. He knows a better way.



Previous to Monday
there were three liberal
evening newspapers in
New York, The Globe,
The Evening Post and
The Evening World.
Today there are two.

The Evening World

MALLER BUILDING CHICAGO	PULITZER BUILDING NEW YORK	FORD BUILDING DETROIT
MARKET AND THIRD STS. SAN FRANCISCO, CALIF.	TITLE INSURANCE BLDG. LOS ANGELES, CALIF.	SECURITIES BUILDING SEATTLE, WASH.



Pride of Possession

"WE find in all men the craving for possession. It is the mainspring of all industry * * * of all enterprises. Civilization depends upon it. It is one of the most powerful propensities of the human mind. * * *"—G. M. Steele in his "Rudimentary Psychology."

The Pride of Possession, the sense of proprietorship in a fine thing is the factor that distinguishes the value of the advertising columns of The Elks Magazine from those offered by any other publication.

Pride of Possession on the part of the 850,000 reader-owners of The Elks Magazine is caused not only by the excellence of its literary material, but also because it functions to a superlative degree in its personal service to these readers.



THIS personal service is reflected in the special articles and items of news interest relative to the activities of the ELKS. In the first 12 issues, no less than 1046 articles and personal items, bearing on the activities of the Order, were published.

Just as the personal and social news carried in the small-town newspaper enables it to prosper in competition with metropolitan dailies, so does this same local feature department in *The Elks Magazine*, coupled with its literary contents, make it of more than ordinary value to its 850,000 readers.

The Elks Magazine

"The largest proved male circulation in America"
50 East 42nd Street, New York, N. Y.

**Western
Farmer
is the old
stand-by
of the
Pacific
Coast**



What have we here ?

It is a picture of a manufacturer meeting the "Big Income" farmers of the West through the largest farm paper on the Pacific Coast.

Perhaps you have never thought of WESTERN FARMER in this way ?

It's a fact—WESTERN FARMER'S circulation last issue was 91,642 which is by far the largest farm paper circulation on the Pacific Coast.

Through the WESTERN FARMER you cover adequately the North Pacific farm field at the lowest milline rate on the Pacific Coast.

When you think of the Pacific Coast think of WESTERN FARMER as the outstanding medium in this important agricultural field.

WESTERN FARMER

**THE LARGEST FARM PAPER OF THE PACIFIC COAST
PORTLAND, OREGON**

REPRESENTATIVES:

E. KATZ SPECIAL ADVERTISING AGENCY
Chicago :: New York :: Kansas City :: Atlanta

EDWIN C. WILLIAMS, San Francisco

B. N. HUTCHINSON, Seattle

There Are Not Too Many Retailers

The Way to Make Independent Retailers Efficient and Prosperous Is
Not to Decrease Their Numbers, But to Raise Their Standards—
Chain Stores, Also, Have Troubles Ahead

By Roger W. Babson

THERE are a million and a half retailers in the United States today. One hundred thousand of these are doing a profitable business; 400,000 more are doing a fair business; but a million of these retailers are barely struggling along.

A large proportion of this million are operating at a loss if their books were kept properly. Those who are not operating at a loss are merely getting day wages and small day wages at best.

There are several hundred thousand retailers in this country who would be better off if they were bricklayers or plasterers; that is to say, they would be better off as bricklayers and plasterers rather than continue to do business as they are doing it at present.

Yet the retailers of the country bear the same relation to the country's industries as the common soldiers bear to an army. The prosperity of the country is ultimately dependent upon the efficiency and prosperity of the retailers. The producers of raw materials are dependent on manufacturers; the manufacturers are dependent on the jobbers; while all three groups are dependent on the retailers.

Those at work in the mines and forests and those on the farms depend upon the retailers to sell their products. The railroads and steamship companies are dependent upon the retailers in order to get goods to transport. Manufacturers, bankers and all groups of people depend for business upon these little stores scattered throughout the country in cities and at crossroads.

From an address before the Associated Retail Advertisers at the Atlantic City Convention of the Associated Advertising Clubs of the World.

Some say that there are a million too many retailers and the solution is to eliminate several hundred thousand of them. Perhaps so, but I seriously doubt if this is the proper way to solve the problem. Surely an army would not be strengthened by dividing it in half, and there are none too many retailers. It, however, is true that these retailers are not working efficiently. The solution of the problem lies not in eliminating a million retailers, but in showing these retailers how they can work efficiently and how they can be of the greatest possible service. This is the great task facing American business men today, and in the solution of this task the Associated Advertising Clubs of the World should take the lead.

A GLOOMY PICTURE THAT SOME RETAILERS SEE

Retailers of the country are already in a mood to help in any such movement. They see the chain store slowly but steadily approaching to swallow them up. Every year their net income is becoming less and many of them see only bankruptcy staring them in the face. Thousands every hour are asking themselves the question: "Shall I continue to fight the battle or shall I sell out?" I frankly tell these men to continue to fight. In operating such a fight, however, I should adopt many of the chain store features. Were I a retailer, I should endeavor to operate along chain-store lines, but maintain my own independence.

If an independent retailer, I would continually keep in mind that the chain store has its troubles ahead. I would continually keep in mind that the chain store is operating today under

conditions that the railroads enjoyed before there was any such thing as labor unions, railway commissions or other interference with their business. Today the chain stores have a free hand in renting, purchasing and price making while they are free from union labor troubles. Hence, today they have some advantage over the independent retailer. Retailers, however, should remember that this is only a temporary situation. Sooner or later the chain-store employees will be organized; before long our State legislatures will enact laws relating to chain stores and their operations; while it will be only a short time before the public will awake to the dangers of the chain store. The independent retailer should have these facts in mind in order to keep his courage and win the fight.

If a retailer, I would give more thought to co-operative trade movements and to trade associations. A man can keep his independence and at the same time learn to co-operate and work with his competitors. Trade associations have been abused rather than used. Associations of retailers have been formed more for social purposes or for the purpose of maintaining prices than for the purpose of buying efficiently and rendering service. If a retailer, I would take an active interest in my association, endeavoring to have the association help me in my buying, accounting and rendering service. These associations are too much social organizations and too little working organizations. The future of the retailer lies in keeping his own independence and at the same time co-operating to the fullest extent with his competitors in connection with purchases, credits and service.

If a retailer, I should trust freely for thirty days, but rigidly enforce monthly payments. I would not insist on the cash and carry system, believing that both the monthly account and the delivery have a legitimate economic function. I, however, would in-

sist on cash each thirty days and rigidly refuse further credit to anyone who did not pay on the tenth of the month following the purchase. Monthly credit is a convenience to all parties and there should be no risk in it. The difficulty with the credit situation is the carrying of customers and the financing of families who have not the money with which to pay for goods. Credit extended for thirty days as a matter of convenience to those who can pay is all right; but credit extended to people who have not the money with which to pay is all wrong. An examination of mercantile failures shows that losses through charge accounts have been the great rock which has wrecked most retailers.

HOW A RETAILER SHOULD INVEST HIS FUNDS

If a retailer, I would invest my money in concerns from which I purchased. For instance, if a grocer, I would invest my savings in stock of the Quaker Oats Company, the Procter & Gamble Company, the National Biscuit Company, the American Sugar & Refining Company, etc. Yet, the average grocer today buys stocks in none of these companies; but, if he has any spare money, buys mining stocks, oil stocks and other stocks about which he knows nothing. I would go even further than this and buy stocks in some of the chain stores. If the grocers of the country would only wake up to their opportunity and put their savings for a few years into chain-store stocks, they would in a short time own and control this monster which they are now dreading.

If a retailer, I should honestly try to sell goods as cheaply as possible. I would constantly keep in mind that I am the *agent* of the consumer and exist only as the servant of the consumer. Remember that in the old days the retailer did not exist. When our ancestors wanted a pair of shoes, they went to the man who made them. Those were the days of the Guilds. Finally there came a time

Why the Public Pays More for Hearst's International Magazine

At thirty-five cents a copy, the circulation of Hearst's International Magazine increased 101% in less than one year. With a single exception, it is the best selling magazine priced at thirty-five cents or more published today.

The reason for this is easily explained. No other magazine is so well-balanced editorially: so artistic in appearance. No other magazine presents so many of the best works of such authors as Ibanez, Wells, Shaw, Cobb, Mason, Fitzgerald, Lardner, Doyle and Oppenheim or such illustrators as Benda, Falls, Flagg, Baron de Meyer and others.

Whether it is fiction or a serious discussion on a problem of the day, Norman Hapgood, editor of Hearst's International Magazine, may always be relied upon to place the assignment with the man best qualified to properly handle the subject in hand.

Hearst's International Magazine
A LIBERAL EDUCATION

when someone convinced our ancestors that it would be cheaper for them to let a middle man do the buying for them. Thus, the middle man started not as an agent for the manufacturer or jobber, but rather as an agent for the consumer. This is the way most of the great merchants of today got their start, beginning with packs on their backs, then getting a horse and wagon, and finally a little store. Today, they have great mercantile establishments covering entire blocks. If a retailer, I would continually keep in mind that I am the servant of the consumer and working for him as his agent to get goods for him as cheaply as possible. Many retailers have been put out of business by their desire to get as high a price as possible from the consumer.

If a retailer, I should advertise constantly and steadily; I should not enter the race of space buying with my competitor, nor into a price-cutting campaign. Rather, I should do constructive advertising for the purpose of distributing goods for the best interests of all concerned. Instead of thinking of myself I would think of the men who are manufacturing the goods, the farmers who are raising the produce and the railroads that are transporting the merchandise which I buy. My advertisements would be written with this point of view.

Campbell-Ewald Appoints F. A. Cuddihy

Frank A. Cuddihy has joined the Campbell-Ewald Company, Detroit advertising agency, as manager of its research department. He was at one time advertising manager of The Reuben H. Donnelley Corporation, Chicago. For the last three years he has been with the John L. Clough Advertising Agency, Inc., Indianapolis, where he had charge of the research and copy departments.

Paint and Varnish Advertising Men to Meet

The Paint and Varnish Manufacturers' Advertising Managers' Group will hold a meeting at Cleveland on June 14, for discussion of the individual and co-operative work of that industry.

Cadillac Advertises a Buyer's Questionnaire

AUTOMOBILE advertising which did not suggest itself as such until the last line, appeared recently in Toledo newspapers in fairly large space. It was in appearance and subject matter, an automobile buyer's questionnaire asking questions which would be of considerable interest to the prospective purchaser of any make of car. The copy ran as follows:

Will the car I buy be manufactured one year from today?

Will it still be sold in Toledo?

If so, will it be sold by the same dealer from whom I buy today?

Will its body lines be materially changed, causing me great depreciation?

Will it have radical motor changes, making my car an obsolete model?

Will it still be a quality product or will it be sold on a price appeal?

Will its price be stabilized so my resale value will not be affected?

Who will want my car when I am through with it?

What will it be worth in actual cash?

What service can I get? In Toledo? In Ohio? Everywhere?

What is the responsibility of the manufacturer?

Is the dealer equipped to render and will he give me the service I shall expect?

What quality motor car comes to my mind first when I think of automobiles?

What quality car has been manufactured the greatest number of years?

What car was the choice of the United States Army in the World War?

What reason can I give myself for not buying a Cadillac?

New National Advertiser Embarks

The United States Radiator Corporation, Detroit, has manufactured Capitol Boilers and United States Radiators for thirty years. Branch offices have been established in twenty-five of the larger cities of the country. As a logical step in the development of a business which has become nation-wide in scope, C. B. Hammond, of the general sales department of that company, informs **PRINTERS' INK** a national advertising campaign has been decided upon. Full pages in eleven national publications will be used during the current year. The account is being handled by MacManus, Incorporated, advertising agency, Detroit.

MERCHANDISING SERVICE

That is Actual Not Promissory

The National Advertising Department of The Times-Picayune comprises a merchandising bureau that is the largest and most highly organized maintained by any Southern newspaper.

This bureau's services are not used as a bait to obtain advertising, nor to bolster up weak circulation or ineffective results. The Times-Picayune leads its field in total, city and trade area circulation, daily and Sunday. The fact that year after year it leads the entire South in advertising volume speaks well for the results its advertisers get.

The Times-Picayune believes in keeping to its word as a matter of good business. It gives its national advertisers effective merchandising service also as a matter of good business. It does not look upon sound merchandising service as "something to boot" but as a step of intelligent selfishness—a logical means to help convert try-out advertisers into regular advertisers, and small advertisers into big advertisers.

This explains why The Times-Picayune will be genuinely glad to learn how its merchandising bureau can serve you.

Sell New Orleans Through The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc.

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, San Francisco and Los Angeles



50% Increase in Farm Buying

The head of a large corporation selling almost entirely to farmers says his company is averaging a 50 per cent increase in sales over last year.

Buying increases in staple lines are very noticeable. Farm families are buying furniture, carpets and rugs, roofing, building materials, automobile supplies, tires, stoves, hardware, house furnishings and farm implements.

This prominent executive (name given on request) says: "The farmer is undoubtedly bettering his condition every day and naturally

we anticipate a steady expansion in our sales. There can be no saturation, because the buying power and standard of living of the people generally is increasing. The present situation is sound and we look for prosperity to continue."

Other advertisers who have analyzed the farm market have reached the same conclusion and are giving farm papers a prominent place in their schedules.

Whether you sell by mail or through dealers, there is a great and growing farm market awaiting you. Reach this market 100 per cent through farm papers.

Ask your agency or any farm paper publisher for detailed information.

Agricultural Publicity Committee
76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the **Agricultural Publishers Association**. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.



"Not All Automobiles"

ORDINARILY speaking Detroit is thought of as "The Automobile Center of America."

That is true enough, but automobiles and accessories are not the only things manufactured in America's Fourth City.

For instance Detroit is the largest producer of adding machines in the world, the largest producer of stoves, the largest producer of pharmaceutical products, the largest producer of wire screen cloth, the largest producer of overalls, and in a score or more of other industries ranging from pins up, Detroit is a leader.

Never were 300,000 workers busier than they are in Detroit today, and in a majority of the homes in Detroit of every class and type, you will find, each morning, a copy of The Detroit Free Press.

Detroit today is a real opportunity for the advertiser—The Detroit Free Press enables you to take advantage of it.

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

State Ownership of Factories Being Abandoned in Australia

Russia's Runner-up in State Ownership Race Finds That Governmental Competition with Private Enterprise Handicaps Industrial Development

Special Washington Correspondence

THAT a reaction has set in against the strong trend toward state ownership and operation of industries in Australia is evidenced by a recent report from United States Trade Commissioner J. W. Sanger. Until 1922, no other country, with the exception of Russia, had gone so far in the development of State industries; but now Mr. Sanger's report states that it is the declared intention of the new Australian Commonwealth Ministry to restrict and eventually to abandon participation in commercial and industrial enterprises.

"The Cabinet recently announced," the report continues, "that the Government harness factory at Clifton Hill, Victoria, would be closed immediately. This enterprise has never been a financial success and it has been necessary to give it aid from public funds. The Government had already offered the Geelong Woolen Mills, at Geelong, Victoria, for sale to private interests.

"With the exception of the Commonwealth line of steamers, the largest and most important of its ventures, the only trading enterprises which the Government is now conducting are a small-arms factory at Lithgow, New South Wales, a clothing factory at South Melbourne, a lime factory in Queensland, and a cordite factory at Maribyrnong, Victoria. Present indications are that Government operations will, in the near future, be confined to railway and other public utilities."

Fortunately, Trade Commissioner A. W. Ferrin returned lately from Melbourne, where he was stationed for a number of years, and was able to give additional information on the subject that is both interesting and important. In his office at the Department of Commerce, he said

that the factories referred to in the report quoted were originally established by the Government under the Defense Act, and have been operated in connection with the Defense Department, primarily for military purposes; not for gain.

"The Commonwealth line of steamers," Mr. Ferrin continued, "also was a war measure to a certain extent. It was established to provide adequate transportation for Australian products which had accumulated because of war-time congestion and dislocation of the regular shipping lines.

PRIVATE OWNERSHIP IN ASCENDANCY

"At the same time, agitation for the Commonwealth Government's continuation of its ownership and operation of the factories and steamship line has been sufficiently active to make the recent decision important as an indication that the advocates of private ownership are now in the ascendancy."

Then Mr. Ferrin explained that State ownership and operation of industries have been much more developed by the Governments of the six States which constitute the Australian Commonwealth than by the Commonwealth Government itself, and that the Governments of Queensland, New South Wales and Western Australia have been particularly active in this direction.

"Throughout the Commonwealth," he declared, "the Labor Party has consistently favored State ownership and operation of industries, and has urged extension in its platforms. New South Wales, until recently, was governed by a Labor Ministry. A Labor Ministry is still in power in Queensland. And a large element of the Labor Party advocates complete nationalization of all industries.

"In Queensland, State enter-

prises include, besides the railways, which are all owned and operated by the State government, a state cattle ranch and slaughter house, state coal, iron and arsenic mines, saw mills, fisheries and retail meat and fish shops. Western Australia owns and operates coal mines, brick factories, meat works, forests and saw mills, electric power plants and a hotel. New South Wales has a state coal mine, a fishery which sells fish to the public, a State shipbuilding plant and other enterprises.

"However, Queensland has ceased to expand its State enterprises, although, as far as I have been able to learn, none of its enterprises now existing has been or will be abandoned in the near future. Nor have I heard of any important relinquishment of State enterprises in Western Australia.

"In New South Wales somewhat different conditions now seem to prevail. Since the defeat of the Labor Ministry and the substitution of a Nationalist Government by the recent election, this State has shown a disposition to abandon State enterprises, at least those which have not proved profitable. It was recently announced that the state saw mills and timber works of New South Wales had been discontinued. Also the state dockyard at Walsh Island, I understand, has been offered for sale.

"The trend toward the abandonment of state ownership concerns entirely the government ownership and operation of manufacturing and trading enterprises, and does not seem to affect public utilities. Of the 25,000 miles of railways in Australia, 21,000 miles are owned by the individual States. And I am not aware of any serious agitation for the relinquishment of railway operation, either by the States or the Commonwealth. I think it most unlikely that such action ever will be taken. As far as I have observed, there is no tendency to depart from the policy, in both the States and the Commonwealth, of government ownership and operation of street railways, electric light and power plants and water-works, and I be-

lieve that the nationalization or municipalization of all services of the kind throughout Australia is probable.

"While the total investment in the Commonwealth Government factories which have been sold, closed or otherwise disposed of, is a little less than five million, and seems negligible, the new Commonwealth Ministry policy, as I understand it, and the trend in the States is to withdraw from all strictly trading enterprises. Perhaps this statement should except the States of Queensland and Western Australia, which are still very backward in their development and require more assistance to industry from the Government than the older, more populated States."

LOSSES BY STATE INFLUENCED PUBLIC OPINION

In discussing the probable reasons for Australia's now well-established policy of abandoning government factories, Mr. Ferrin stated that the losses of a number of enterprises undoubtedly had influenced public opinion. Then, during the last few years, the rapid expansion of various industries in the States has offered innumerable opportunities to individual effort and ingenuity, and private capital has shown a decided preference for those industries in which government competition is not a factor.

Modern merchandising methods have had a great deal to do with the development of Australian industries, and their adoption is responsible for many individual successes. Hence, the people, realizing the opportunities for individual effort and the fact that the Government cannot compete profitably with privately capitalized enterprises, are unwilling to pay, in taxes, the losses of government owned and operated factories without commensurate results in public benefits.

"Advertising," Mr. Ferrin continued, "has been an important factor in making known the opportunities that await intelligent, individual merchandising effort.

Something new!
Something different!

Form letters that
do get read.

If you have not
yet seen a sample,
you may have one
for the asking.

Charles Francis Press

Printing Crafts Building

Telephone 2320 Longacre

461 Eighth Avenue, New York City

Most of the leading business men and publishers of Australia are progressive, receptive to new ideas, and conduct their business affairs according to policies and methods that are similar to those of America.

"During the last few years there have been several conspicuous advertising successes in Australia, which have been widely exploited and commented upon. In 1920, owing to abundant crops, raisins and dried fruits were a drug on the market. The growers and all those interested in the business were threatened with serious losses, and the entire industry was in a serious condition. But in that year the Mildura Dried Fruits Association raised a large sum of money by assessing, to the extent of a small amount, every pound of dried fruit and raisins offered by its members.

"The money was turned over to an advertising organization, which prepared and took charge of an extensive advertising campaign. Newspapers and posters were used intensively for several months. As a result, the entire dried fruit crop of that year was sold at prices which were sufficiently profitable to much more than cover the costs of production and the assessment for the advertising. Since then the association has continued the advertising policy with success, and there have been numerous other successful campaigns in other industries.

"Most of the large private enterprises are active advertisers, and there are a number of excellent mediums in various parts of Australia. So perhaps the fact that individual enterprises can build up rapidly with the aid of advertising has had an influence in the change of public opinion regarding government ownership. At least, I am sure that advertising has played an important part in convincing a majority of the people of Australia that the industrial progress of the country will be more rapid if private enterprises are not handicapped by governmental competition."

Bad Taste in Advertising

CHICAGO, June 4, 1923.

Editor of PRINTERS' INK:

Ethics and esthetics are frequently confused in advertising. There are, however, types of advertising which the layman recognizes as in utterly bad taste, and unethical besides.

May I register a protest against the methods of some manufacturers in flooding a bereaved family immediately after a death, with circular matter containing pseudo-sentiments mixed with bargain offers. Even if this kind of circularizing does pay, and we must assume it does since it is used so frequently, the advertiser should bear in mind that there is an indirect and continuous "boomerang" in all advertising that does not carry the right connotations.

It is probably not improper for a firm selling tombstones or even coffins to advertise in the daily newspapers and elsewhere. The one way not to advertise is to circularize a family at the moment of death. Is this point not correct?

E. G.

Wadsworth, Howland & Co. Appoint W. A. Bodfish

William A. Bodfish has been appointed advertising manager of Wadsworth, Howland & Company, manufacturers of Bay State paints and varnishes. Mr. Bodfish is editor of the "Bay Stater," monthly publication of that company. He was with the company about ten years ago, subsequently traveling for the H. J. Heinz Co., "57 Varieties" food products, Pittsburgh. He went to Spain for that company and also served as American vice-consul at Seville during the World War.

New York Agency Men to Hear Dean Heilman

The New York Council of the American Association of Advertising Agencies will hold its final spring luncheon at the Hotel Pennsylvania on June 13. Dean Ralph E. Heilman, of the Northwestern University, School of Commerce, will be the principal speaker at this meeting. His subject will be "Industrial Simplification" and he will tell of what has been accomplished in this direction under Secretary of Commerce Hoover at Washington.

Plan to Advertise Line of Trade-Marked Shirts

Application recently was made for the registration of the trade-marked name of "Black Hawk" by Bob & Baskind, manufacturers of shirts, New York. According to H. J. Bauer, of Bob & Baskind, "Black Hawk" is one of a number of names which the company is registering and on which it intends to conduct an advertising campaign.



Isn't it logical to suppose that St. Louis dealers, knowing how big local merchants concentrate their advertising in the large evening newspapers, would prefer to have manufacturers' goods they handle, advertised in the same mediums?

It is and they do!

THE ST. LOUIS STAR

don't say "Paper"
Trade-Mark



—say "STAR"
Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

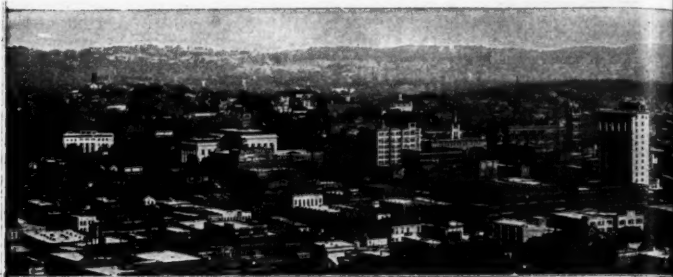
Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco



No.8:—What Do You Know

CHATTANOOGA

POPULATION 116,000.

Chattanooga has 378 manufacturing plants.

It manufactures over 1,000 different articles, the annual production being \$150,000,000.

This city's manufactures are well diversified. It has 28 hosiery and knitting mills producing 6,000,000 dozen pairs of hose a year, and is surpassed in the production of hosiery only by Philadelphia and Reading, Pa.

It has 22 woolen mills,

bleacheries, canvas and other textile mills. One of its bleacheries is the fourth largest in the country, producing annually 50,000,000 yards of bleached cloth.

Chattanooga is right in the center of the hardwood forests of Tennessee, North Carolina, Georgia and Alabama, at present the chief source of supply of hardwood.

Its wood-working plants consume 28,000,000 feet of lumber a year; annual output of furniture factories \$7,500,000.

One refrigerator company produces 100,000 refrigerators per year; this city also produces 5,500 chairs per week.

Sell it South





About Southern Markets?

TENNESSEE

Other manufacturing products include boilers, agricultural machinery, saw mill machinery, oil well machinery, mining machinery, stoves, bricks, sewer pipe, commercial malleable castings, etc.

Eight railroads enter Chattanooga; with a navigable river and belt line railroad encircling the city, connecting all roads, the freight handling facilities are exceptional.

For factory sites, Chattanooga has ample space on railroad or river frontage with cheap power and an abundance of raw materials, particularly cotton, coal, iron, limestone and timber. Over 20,000 tons of coal are mined every day within a 70-mile radius.

has 4,589 manufacturing establishments; value of products \$556,000,000; primary horsepower 338,814. This includes 46 brick and tile plants, 126 foundries and machine shops, 16 iron and steel plants, 1,450 lumber and saw mills, 22 cotton oil mills, 16 cotton mills, 63 knitting mills, 16 stove factories, 50 furniture factories, etc.

Tennessee agricultural products 1922, \$242,000,000.

Tennessee has 48 jobbers and dealers in mill supplies and machinery. Hardware jobbers and dealers, 578. Automotive distributors, dealers and garages, 667. Electrical jobbers and dealers, 140.

Thru These Recognized Southern Business Papers Combined Monthly Circulation, 42,000 Copies

W. R. C. Smith Pub. Co., Atlanta, Ga.



Magazines are Like Men—

WE have our Bryan type of magazine, with its appeal to reason; we have our cold, hard, machine-made, brain-food magazine, reminding us of Wilson; we have our brilliant, fascinating, bewildering H. L. Mencken type of publication—but, when we reach up into the ambient air where circulation figures look like bank-statements, then we have the Roosevelt kind of appeal.

That's the secret of TRUE STORY'S GROWTH—faster and more constant, by far, than that of any other magazine of today—a growth of 700% in circulation in four years.

**We are on our way toward a million.
We are three quarters of the way there now.**

"Nothing But the Truth" is issued monthly by True Story and edited by P. L. A. Let us send you this unique publication regularly. A request on your letter-head will be a sufficient indication of your interest.

True Story

MAGAZINE

"AMERICA'S FASTEST GROWING MAGAZINE"

Chicago

Macfadden Building
1926 Broadway
New York, N. Y.

Boston

Co-operative Marketing Is Giving Farmer Greater Buying Power

What Dairymen's League Is Doing

By Stanley Q. Grady

Director of Sales and Advertising, Dairymen's League Co-operative Association, Inc.

THE Dairymen's League of New York, with which I am associated, is composed of 70,000 members, owning a million cows, has an annual turnover of nearly \$100,000,000, and is already one of the young giants of the business world. They are now emerging from a successful record of collective bargaining to real co-operative merchandising, and their results in the heart of America's metropolis is under the closest scrutiny.

The farmers of what is known as the New York milk shed, or that territory that supplies the milk for the great metropolitan area of New York, have banded themselves together for the better merchandising of their product. This territory comprises, in addition to the State of New York, northern Pennsylvania, northern New Jersey, western Connecticut, southern Massachusetts and Vermont.

The League, after passing through several stages of co-operation, came to its present stage less than three years ago. To get a conception of the magnitude and scope of this operation, I will ask you to visualize a territory wherein lies 20 per cent of the total population of the United States. Visualize, if you please, a million cows, owned by 70,000 dairymen, grazing over the only territory which can supply metropolitan New York, and remember that New York City must have every day more than 3,000,000 quarts of milk, or nearly a billion quarts a month. Visualize this and you will have the New York milk shed.

From an address before the Inter-Departmental Session at the Atlantic City Convention of the Associated Advertising Clubs of the World.

At the flush periods of production, in the days before the League was formed, New York dealers would break the market by bringing in milk from more distant points than would normally ship to the city. In other words, the farmer was forced to dump his surplus just at a period when it should have been most profitable to him.

The condition which has existed recently in cotton, tobacco, wheat and potatoes will continue to exist as long as farmers have to dump rather than merchandise. The Dairymen's League, realizing that a constant supply consistent with the actual consumption must be at all times maintained, introduced the pooling plan, which may be briefly explained as follows:

By taking all the milk of all their members and supplying their city markets that which they required, they maintained a fair price in those markets even in the flush periods, and instead of dumping the surplus which would demoralize prices they retained all that was not needed and directed it to the channels manufacturing surplus milk into evaporated milk, condensed milk, butter and cheese. Now, these by-products are not nearly so profitable as fluid milk, and no individual farmer would care to dispose of his product in any one of these channels while there was a possibility of selling it for fluid purposes. But the League's plan solves this problem by making a common pool of all the milk and selling it all to the best advantage possible as much into each of the by-products as that by-product can absorb profitably; then taking the total return of all the milk and dispersing it pro-rata to the farmers every

month, according to the amount of milk that individual farmer has delivered to the pool. In this way each farmer bears his own burden of the surplus; each gets his share of the high prices of fluid milk, and each profits by the advantage of sane marketing rather than dumping surplus where it is not needed and can only have a demoralizing effect on prices.

The entire financing has been done by the farmers themselves. By subtracting from each month's milk check ten to twenty cents for every hundred weight of milk delivered they have been able to finance not only their business, but take care of the natural expansion necessary to their industry without having to apply to the banks for a dollar's worth of assistance—an enviable record for three years.

They soon realized, however, that collective bargaining was in itself inadequate. Prices sufficiently high to give them a reasonable return swelled as they were passed through middlemen, until it placed too heavy a burden on the commodity. They realized they would have to eliminate some of the middlemen and absorb a part of the profits of distribution. In order to get an adequate return without overcharging the consumer, they would have to manufacture and sell a large part of their production themselves.

Today they have over 120 plants scattered over the milk shed, and concentrate, pasturize and ship their dealers direct. In New York they are maintaining a large distributing centre, which carries their milk direct to the retail stores. Throughout their territory they are operating cheese and butter factories and condensing and evaporated plants. In addition they operate three large ice cream plants, which will this year manufacture and sell approximately 1,000,000 gallons of ice cream.

At the close of the war, when there was a surplus of condensed and evaporated milk, the farmers were notified that the condensers could take no more of their milk, as they had to close their plants.

In many territories this was the only means of disposal, and was a tremendous blow to thousands of dairymen, so they realized at once that they themselves must manufacture at least a good share of their surplus into evaporated and condensed milk. Today eleven great evaporated and condensed milk plants are scattered over their territory, with a total capacity aggregating 2,000,000 cases. After collective bargaining, you see, they passed through the normal evolution to production, preparing their own goods for the market, and came to merchandising; because it is a different thing to prepare a surplus product for the market than to actually market it at a good price.

THE STORY OF "DAIRYLEA"

Let us take up for a moment their evaporated milk. They realized, if they must sell it at top prices in competition with old-established brands, they must have a superior product. They built the factories and got experts to run them, but without an established brand they could only market at a sacrifice from twenty-five to fifty cents per case. A few months ago they adopted the brand name "Dairylea," which is now rapidly becoming known throughout the country. January first it was not in existence and not a can of the League's milk had been sold in the metropolitan New York market. Today it is on sale in 11,000 stores in New York City alone. Since the first of January the League has established its own sales organization, built a dominating advertising campaign and effected distribution of its new brand. This achievement would have been utterly impossible for any small group of farmers acting individually, or for that matter any small privately owned concern, but again the impact of the collective dollar of the farmer opened the way.

The advertising campaign which is running at present in New York is one of almost irresistible force. The best talent in the advertising field has been enlisted.

Business Is Booming in Cincinnati

New buildings are rising in every section of Cincinnati; hotels, apartment houses, office buildings, department stores, clubs, banks, factories, and dwellings by the thousand; in one place an entire "model city" with banks, shops and public buildings as well as solid blocks of homes.

This means millions in wages to the building trades alone, and these millions are circulating freely with the merchants. The testimony of Cincinnati jobbers and retailers proves that the demand is increasingly for nationally advertised goods.

In Cincinnati this is equivalent to "goods that are advertised in the Times-Star," because for the past fifteen years national advertisers have placed the dominant part of their display advertising in this paper. One hundred and fifty of them use no other publication in this field.

Last year, of the 10,459,407 lines of display advertising in its columns, more than 2,000,000 lines were national advertising and more than 4,500,000 lines were of local clothing and department stores featuring nationally advertised lines.

Past reputation counts for much in Cincinnati, but far more when it is kept alive by present performance and persistent publicity. One famous New England manufacturer has said that it is impossible for a nationally advertised line to be really in the Cincinnati market unless it is also in the Cincinnati Times-Star.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Copy writers, artists, advertising council and sales executives of the highest order have become the farmer's hired men. The pulling power of copy is tested, for, as I said before, the farmer likes to get value for every expenditure, and this trait makes for more efficiency when he learns the ropes of business. The copy plan of the campaign is thoughtfully built around the basic thought. For instance, the League is advertising fluid milk in order to sell evaporated milk in New York City. Our largest business is fluid milk. Evaporated is only a by-product, and we are educating the housewife to give whole milk to her children, as she does not need to pour off the top of the bottle of milk for coffee, as she can now buy "Dairylea" evaporated milk, which will be better for coffee than the top of the bottle. The idea of not robbing the child's bank of health has already made a decided impression. Skimmed milk makes lean children, and as good evaporated milk will make a splendid cup of coffee, why rob the kiddies? Each medium was selected for a definite purpose and after a great deal of thought, taking into consideration the immediate aim to be achieved and the territory to be operated.

Although the campaign will cost the League for the year approximately a quarter of a million dollars in the metropolitan area, it is more than offset by the increased price and additional outlets they are getting for their commodity. For, at the opening of the campaign, the League advanced its price to the full price of the best known brands, and, what is more, they are getting it.

Forty salesmen operating the metropolitan area got over 50 per cent retail distribution the first coverage, which took approximately three weeks. This percentage increased in each succeeding coverage, so that after less than four months over 11,000 retail accounts are handling "Dairylea" evaporated milk. This required the construction of a credit and delivery system capable of expand-

ing as fast as the business grew, as in the metropolitan area the farmer sells and delivers direct to the retail dealer and does his own collecting. The League also has opened since January first its own sales offices in Philadelphia, Boston and Pittsburgh, and at each point a complete sales organization is already operating. In the South and West it is represented by broker agents, while in the export field it has already penetrated into Germany and England, and monthly shipments amounting to thousands of cases are going to Africa and as far East as Singapore.

The League has one of the most complete map and card index systems of America in use. All sales efforts are plotted, and each salesman is weighed for his relative value to the company. States can be cross-cut and analyzed by counties in such a way as to weigh the per capita consumption resulting from sales and advertising expenditures, as against comparative results from similar expenditures in like territories.

When the farmer gets buckled down to real business he is usually efficient. If he pays high prices for expert opinion, he wants to know he is getting his money's worth. Individually he has been taught frugality from childhood, and when it comes to expending large sums of money for advertising and sales effort he wants to feel he is getting his money's worth.

New Automobile Accessory Advertiser from Detroit

The Wood Gas-O-Larm Company is the name of a new company which has been formed at Detroit for the manufacture of the Gas-O-Larm, a patented device for Ford cars that serves as a reserve gasoline supply.

The organizers of the new company are Gar Wood, president of the Wood Hydraulic Hoist & Body Company, Detroit, and George and Edwin Wood, of the Lockite Patch Company, tire patches, also of Detroit.

A national magazine campaign is now being conducted on the Gas-O-Larm. The Arnold Joerns Company, Chicago advertising agency, is directing this advertising.

Subject: Change Brings New Thrills

Gentlemen:

You must have little faith in your advertising if you are afraid to change the style of copy or afraid to change the media you have been in the habit of using.

The effect of good advertising does not die in a month or a year. If you stop your advertising and your business very quickly goes down to a marked degree, then your advertising has not been built on a solid foundation. It has not been truly constructive or educational.

It is sometimes a good thing to change your style of copy, or to change your advertising media in order to find out how good your past advertising has been. You may be going along satisfied with your advertising when you are really not getting 50% of the possible value out of it. Are you afraid to make the trial? That may be a very good reason why you ought to make it. If you have been using one particular type of advertising media for so long that you think your whole business depends on them, then it is about time that you use some others just for the sake of proving that you are not depending on one type alone. In about 99 out of every 100 cases that have come under our observation, the successful advertiser has not been dependent upon one kind of media or one style of advertising.

When you and I were boys if anybody had called us "fraid cat" we would have banged him in the eye—even if we got both eyes closed as a result. Well, are you and I now so old, or so prejudiced, or so "set" in our ways that we want to go on digging the rut deeper and deeper? Certainly not! That goes without saying.

Advertising needs to be fresh. It needs to have a new viewpoint frequently. It needs it because the whole sales force gets routine in their attitude toward the advertising. The whole advertising proposition should be re-vamped, made over, constructed on a new basis, through new channels, seeking new customers in different fields frequently enough so that the public, dealers, jobbers and home organization are all kept on their toes.

Yours very truly,

M. R. Gould Company

Advertising Agency

Charter Member A. A. A. A.

454 Fourth Ave., N. Y.

Phone—Mad. Sq. 9070.



“Which bid shall we take?”

How leaders in every line of package merchandising are answering this question today

A MANUFACTURER is about to place an important order for folding boxes. Which of the many bids submitted shall he accept?

It depends on what he really wants to buy.

Just so much boxboard? Just a holder for each unit of sale? Not in these days of violent competition!

He is buying a hundred thousand travelling advertisements—a hundred thousand efficient salesmen! He must have perfection—no less.

He should make sure that he gets it!

* * * *

Or assume that the order is for Fibre or Corrugated shipping cases.

He is not buying fibreboard at so much per case; he is buying absolute assurance of safe deliveries, and the certainty of dealer good-will.

The shipping case that will



Three things a package must do: protect its contents, fit automatic machinery, and sell from a crowded shelf.

guarantee him these is the only case he can afford to buy.

There is no place in modern industry for careless workmanship—defective printing—faulty design. They *cost too much!*

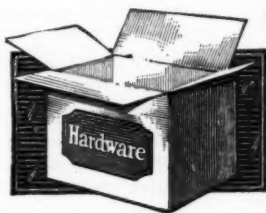
Failure to fit automatic machinery perfectly can swallow up any margin of saving. Shipments ruined in transit make any shipping case too dear. Commonplace, inappropriate packages are a drag on any product's sale.

But the *right* packages—the *right* containers—can contribute today more generously than ever before to the success of package merchandising. And far-sighted manufacturers are insisting that they shall!

* * * *

Leaders in every line have availed themselves of Gair skill and experience for sixty years. We produce every essential in package merchandising: Folding boxes, Labels, Lithography, Shipping cases. Our highly-organized Creative and Design Department for scientific and artistic study and research, guarantees the correct solution of every packaging problem.

Send today for a copy of our new booklet, "Testing the Merchandising Value of a Package."



Not a mere hollow container, but a shipping case scientifically designed and built to fit its contents—is requisite today.



Premier position on the counter is readily secured by this type of container. Merely adjusting the cover turns it into an attractive display.

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO / PHILADELPHIA / BOSTON / BUFFALO

First in the First Market

IN the New York trading area, the greatest market in the world—a territory in which the annual income of nine million people is \$8,000,000,000—The New York Times is read by the largest group of intelligent and responsive persons ever assembled by a newspaper.

The average net paid circulation of The Times, daily and Sunday editions, is in excess of 370,000 copies. The purchasers of the Sunday edition exceed 550,000 persons. The sale of The Times is more than the combined sale of the two other New York newspapers generally classed with The Times as to quality of circulation.

In five months of this year The New York Times printed 10,584,066 agate lines of advertising, a gain of 423,380 lines over the corresponding months of last year and 2,907,828 lines more than the second New York newspaper.

For buying power and responsiveness, the readers of The Times are not excelled by those of any other newspaper in the world. The Times offers advertisers an unsurpassed opportunity to reach the largest possible number of purchasers in the richest and most populous center on the earth.

In each state of the United States; in 2107 of the total 3007 counties; in 8,000 cities, towns and communities; in all United States possessions; in 11 of the 12 provinces of Canada; in 87 foreign countries, there are readers of The New York Times.

The New York Times

Pepsodent's Success Won in Badly Crowded Field

Copy Based on Careful Experiments—No Chances Taken

AN article in the May issue of *Printers' Ink Monthly* told how inconceivably humble were the beginnings of most of our great advertisers. It related how many of them started on a financial shoestring.

A few readers of that article have raised this point: Most of the big advertisers of today got their start twenty-five or thirty or fifty years ago. In those days a manufacturer did not need large capital to advertise. He could advertise on a scale that was proportionate to the needs of his business, despite his lack of extensive financial resources. But can that be done in 1923?

The answer to this question is that it is being done every day. Every year there are manufacturers starting their first advertising campaigns and on a scale so modest that they attract little attention at the time. In a few years we suddenly find that these humble beginners have grown mightily. Always the little advertisers of today are the big advertisers of tomorrow. And this must be so, if advertising is the constructive business-building force that we believe it to be. Well planned, consistent advertising is nothing more than good business management. Nearly always the well managed business grows and prospers. There is no mystery about that. It is just plain common sense.

The Pepsodent Company is an example of this kind of a business. It started from scratch. And it didn't start twenty-five or fifty years ago, when it is supposed to have been easy to launch a business. Pepsodent made its debut in 1915. It did not enter a pioneer field, but stepped into what was regarded as an already overcrowded industry. In 1915 there were scores of tooth pastes and other dentifrices on the market. Many of them were strongly entrenched. Several of them were

heavily advertised and had been so advertised for years. All things considered, the field did not seem to be any too inviting for a new product.

But let Claude C. Hopkins, president of Lord & Thomas, who has been closely identified with this account from the beginning, tell the story as he told it to *PRINTERS' INK* but a few days ago. He said:

"The story of Pepsodent is simply the story of a right product, good management, an exceptional opportunity and scientific advertising. It is similar to many a story developed in this field.

AN ARIZONA BEGINNING

"The story starts in lonely nights out in Tucson, Arizona. There a man skilled in marketing proprietaries met an inventor. And in those silent evenings far away from home the inventor had a chance to make an impression.

"The idea that came out of the desert did not look so inviting in Chicago. Many of those consulted shook their heads. To impress a scientific story on consumers of tooth paste seemed a dubious undertaking.

"But, as in all modern advertising, we ignored the judgment of the few, and we took the question to the court of last resort. We submitted it to the consumers.

"This was done in five or six cities. Only one druggist was stocked. The story of Pepsodent was told in the newspapers, then a coupon was inserted, good at that drug store for a ten-day tube.

"They learned what it cost to start consumers. In a little time they learned what consumers bought. Then it was a question of mere mathematics. Test consumers cost so much per thousand. They bought in a certain time so much per thousand. The cost came back with a profit within a well-established time.

"When they knew cost and result on a thousand consumers, they knew it on a million, so they went ahead.

"It was all very simple. They did not lay down because some advisers said the project was impossible. They did not go ahead

greatest business game in the world.

"The product was right—exactly in accord with the best modern dental opinion. So dentists everywhere helped to foster the use of Pepsodent. That is essential. There is no lasting profit in building on insecure foundations.

"The golden opportunity came with the war. Millions of young men drafted into service were taught for the first time to brush their teeth. I believe that statistics showed that only 14 per cent were users of the tooth brush. In the Army all became tooth-brush users, and when they came out they continued. They went back and told the home folks about this innovation. That is one great reason why the consumption of dentifrices has multiplied so in late years. Another is the very general teaching of oral hygiene in the schools.

"As for the advertising itself. It's writer read many dental text books. On one page—an oasis in a Sahara of dryness—he found the main theory

which Pepsodent fitted, and which promised a popular appeal.

"That's another factor in any success—an uncommon sort of plain common sense. Information is essential. One should learn everything about a product and its field in order to know the few best keynotes to adopt. That is a matter of industry, plus a knowledge of the common mind.

"But they did not adopt one keynote appeal and stake all their prospects on that. They tried out numerous appeals until the keyed returns told them which were best.

"Every Pepsodent advertisement



The Price

Of pretty teeth—Just film removed

Millions have found a delightful way to beautify the teeth. You see the results now wherever you look—in teeth you envy, maybe.

Perhaps no other creature ever did so much to enhance woman's beauty. Or to bring about a better dental era. You owe yourself the test we offer here.

That dingy film

You can feel your teeth now coated with a vicious film. It clings to teeth, gets between the teeth and stays. Food stains, etc., discolor it. Then it forms dingy coats. Tarter is based on film.

Most teeth had film-coats under old methods, for old tooth pastes do not effectively

fight film. Tooth troubles were constantly increasing, for film is their major cause.

Film holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. Germs bred by millions in it. They, with tarter, are the chief cause of pyorrhea.

Very few people, under old methods, escaped those film-caused troubles.

New methods found

To meet that situation dental science searched for ways to fight film. Two ways were finally discovered. One acts to curdle film, one to remove it, and without any harmful scouring.

able authorities proved these methods effective. Then a new-type tooth paste was created, based on modern research. These two great film combatants were embodied in it.

The name of that tooth paste is Pepsodent. Now careful people of some fifty nations employ it, largely by dental advice.

Found other needs

Modern research also found two other things essential. So Pepsodent multiplies the alkalinity of the saliva. That is there to neutralize mouth acids, the cause of tooth decay.

It multiplies the starch digestant in the saliva. That is there to digest starch deposits which may otherwise ferment and form acids.

Thus every one gives manifold power to these great natural tooth-protecting agents.

A delightful test

You will find a test delightful. And it will probably lead to life-long benefits, both for you and yours.

Send the coupon for a 10-Day Tube. Note how close the teeth feel after using. Mark the absence of the vicious film. See how teeth whiten as the film-coats disappear. The results will amaze and delight you. Cut out the coupon now.

Avoid Harmful Grit

Pepsodent removes the film and removes it without injury to the enamel. It is without harm to the enamel which contains harmful grit.

Pepsodent PAT. OFF.
REG. U.S.

The New-Day Dentifrice

A scientific film combuster, which whitens, cleans and protects the teeth without the use of harmful grit. Now advised by leading dentists the world over.

10-Day Tube Free

THE PEPSODENT COMPANY,
Dept. H, 1106 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

Only use tube in a family

THE TYPE OF COPY THAT PEPSODENT USES TODAY AND THAT IS EVOLVED FROM TESTS OF PREVIOUS ADVERTISING

in a reckless way because others were enthusiastic. They spent a modest sum to submit the question to a jury of tooth-paste users. This was done in one week, and the answer came back in a month. Then the venture became a certainty. From that time on they never risked a penny.

"That part of the story is being repeated on other lines nearly every week of the year. Men make a small stake on an idea. They let the thousands decide what the millions will do. When they lose, they lose a trifle. When they win, they win a fortune. It is the

June 7, 1923

PRINTERS' INK

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was keyed by the coupon. Records have been made to date on over 1,200 different advertisements. Beside each record on cost-per-reply appears the headline that was used.

"In this way the writer of Pepsodent advertisements gradually learned what forms of appeals attracted the people most. There were, as always, a great many surprises. Some advertisements judged the best proved unprofitable. Some advertisements which were frowned on proved exceptional pullers.

"Thus certain principles became established in the headlines, in the method of approach. The headlines you see on Pepsodent today are not haphazard creations. They are based on known returns, proved hundreds of times, and compared with other leads.

"That's another item of common sense. Those who trace returns, as do mail-order advertisers, know how advertisements differ in their pulling power. The identical advertisement run with different headlines will differ enormously in its returns.

"Some advertisers go ahead blindly on a guess. Some study, record and compare. When the latter class succeed in a sensational way, the other class wonder why.

"There are records before the writer of two mail-order advertisements run on a certain line. Both advertisements told about the same story. One cost \$14.20 per reply, the other cost forty-two cents.

"There is a like difference in general advertisements. Some advertisers know it and some don't. The man who doesn't know is bound to waste a large percentage of his money. The man who knows may make his money go four or five times as far. That is one item in the simple story of success.

"Many another valuable fact was told them by those records. They found that negative advertising did not pay. It does not pay to attack your competitors. The unpleasant side of things is

not generally appealing. After proving this out, Pepsodent has confined itself to the bright side. It has pictured and told of pretty teeth, never about decay, disease, etc.

"The records also proved that it did not pay to seek converts to the tooth brush. The figures indicated that it cost from \$20 to \$25 to establish the tooth-brush habit. People not using the tooth brush are very hard to convert. Thousands of articles have been published on the subject. The children at school are taught to use the tooth brush. Those who have resisted all those influences are difficult to win.

"So no Pepsodent advertisement makes any effort to win converts to the tooth brush. That which cannot be done profitably on a large scale, cannot be done profitably on a small scale. So not one line in any advertisement urges the tooth-brush habit. No one advertiser can afford to pay that expense—\$20 to \$25 per convert—for his share of returns. Recognition of that fact through actual proof has saved fortunes for The Pepsodent Company.

ALL GUESSWORK ELIMINATED IN THIS KIND OF SELLING

"That is all there is to the Pepsodent success, so far as advertising is concerned. Just plain common sense, just scientific advertising. Getting the pulse of consumers, and keeping the hand on that pulse. Guessing at nothing, taking no one's opinion. Being guided day by day by returns.

"Then they have let the product largely sell itself. That is good salesmanship. The advertisements quote no prices. They solicit no sales. They do not even say that druggists sell Pepsodent. This is a scientific product made to serve a hygienic purpose. So the commercial aspect has been largely hidden in the altruistic. The whole aim of each advertisement is to induce the acceptance of a test. There is no suggestion of a later purpose. The advertisements breathe unselfishness and service. That is the attitude

which brings best response in an article like this.

"Pepsodent is now sold in some fifty countries. It is advertised in many languages. But the advertisements are identical everywhere. Which proves that some factors in human nature apply to every clime and race.

"Successes like Pepsodent prove the fact that advertising is largely mathematical. All the genius in the world could not make certain products pay. And many another can be made to pay in only certain ways. One must watch the returns, try out one way after another, dodge the pitfalls, avoid the waste. That is the only way to make our dollars count to the limit. And, without that, advertising success in these days is not easy."

Mr. Hopkins covers the ground completely. There are a few points that require additional emphasis. As we said, Pepsodent started most humbly. In fact it started with nothing but an idea. The national advertising and merchandising efforts of the company were entirely experimental. Naturally the appropriations were small. These experiments succeeded, thus indicating to the company the line of advertising endeavor to take. Having determined this the company rapidly increased its advertising appropriation.

It has been said that it determined how much circulation its largest competitor was buying. In order to gain recognition for its product the Pepsodent company immediately set out to buy a great deal more circulation than its nearest competitor. The orders for the product that resulted paid the advertising bills and made financing the business easy. Purely as a result of consumer demand dealers began to stock up. Then dealers began to influence the jobbers, with the result that 117 new accounts with jobbers were opened within eighteen months. Today it is said that Pepsodent distribution comes as near to being perfect as it is possible to get that of any product. As far as the company

can check, Pepsodent is on sale in 99 per cent of the stores of prospective handlers of this kind of product.

Pepsodent is sold in fifty-odd foreign countries. Every year something more than 30,000 dealers ask for Pepsodent window display material. Another significant thing is that Pepsodent has been built without recourse to competitor-attacking copy. Another important thing is that this immense business has been built without salesmen. Advertising alone has carried the entire burden of creating demand, getting distribution and of winning a foremost place for this product in a field that, before its entrance into it, was already regarded as so overcrowded that there was not supposed to be room for any more brands.

Pilgrim Publicity Association Re-Elects Officers

The Pilgrim Publicity Association, Boston, at a recent meeting re-elected Chester I. Campbell, president; Carl E. Shumway, vice-president, and George D. Moulton, treasurer. Elmer S. Lipsett was elected secretary.

The following directors were elected to serve two years: Frank A. Black, Wm. Filene's Sons Company; Mark W. Burlingame, publishers' representative; Edwin E. Leason, B. F. Sturtevant Company; Herbert Stephens, American Lithographic Company, and Professor Daniel Starch, of Harvard University.

Young & Rubicam, New Philadelphia Advertising Business

Raymond E. Rubicam and John Orr Young have formed an advertising business at Philadelphia under the name of Young & Rubicam. Mr. Rubicam and Mr. Young were formerly with N. W. Ayer & Son.

Cutler Desk Company Appoints Buffalo Agency

The Cutler Desk Company, Buffalo, has appointed the Matthews Company, Buffalo advertising agency, to direct the advertising of Cutler Dry Kilns. Business publications are being used for this account.

"Auto Review" Appointment

C. A. Larson, publishers' representative, New York, has been appointed Eastern representative of *Auto Review*, St. Louis.



"Pay Dirt"

LET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you dig.



McJunkin Advertising Company

Five South Wabash Avenue, CHICAGO

"From 18 to 26 years of age they buy

CABLE ADDRESS
"BEAUTYCLAY"
NEW YORK

TELEPHONE
CHICAGO 2412

SCOTT'S PREPARATIONS, Inc.

MANUFACTURERS OF
MINERALAVA BEAUTY CLAY
MINERALAVA FACE FINISH

V. VIVAUDOU, INC.
NEW YORK - PARIS
DISTRIBUTOR

221 W. 19TH STREET
NEW YORK

March 30th
1923

Mr. C. W. Fuller, Adv. Mgr.
Photoplay Magazine,
221 West 57th Street,
New York City.

Dear Mr. Fuller:

Nowhere can the importance of Youth be applied more aptly than in the selling and advertising of toilet requisites.

In advertising Mineralava in Photoplay we have a twofold purpose: to reach the entire family, all of whom are prospects for Mineralava, and to reach them primarily through young women. We have found that from 18 to 26 years of age they buy freely, are most enthusiastic salesmen in selling the older generation and are the most valuable prospects we have for Mineralava.

That is why we use Photoplay so extensively both in color and black and white.

Very truly yours,

SCOTT'S PREPARATIONS, Inc.

W. J. P. Scott
President

PHOTOPLAY MAGAZINE

221 West 57th Street, New York
750 No. Michigan Ave., Chicago
127 Federal Street, Boston

PHOTOPLAY MAGAZINE *predominant*

they buy freely," says Mr. Pokress.

"That is why we use Photoplay so extensively both in color and black and white."



When pretty **MARJORIE RAMBEAU** declares that:
"I know that Mineralava has brought back my natural complexion in spite of the constant use of stage cosmetics."

She only utters in different phraseology the voluntary testimonials given to this remarkable Beauty Clay by such noted beauties as Billie Burke, Irene Bordoni, Zita Miller, Irene Franklin, Julia Swanson and other stars of the stage and screen. Mineralava may now be had at \$1.00 a bottle, each bottle containing full eighteen treatments, or a trifle more than ten cents a treatment. It comes to you with a positive money-back guarantee. At all Drug or Department stores. Scott's Preparation, Inc., 351 West 19th Street, New York City.

Mineralava
BEAUTY CLAY

MINERALAVA CANNOT BE SUCCESSFULLY IMITATED



Have you seen "THE AGE FACTOR IN SELLING AND ADVERTISING"?—Photoplay's compilation of facts about the influence of age in buying? This book, a thorough presentation of the facts and figures on the influence of the age factor, free to advertisers and their agents upon request.

dominant with the 18 to 30 age group

We have an opening for a high grade Account Executive, thoroughly trained in agency practices—

A man whose business experience is founded on selling and merchandising rather than upon advertising detail—

Your communication stating experience, in complete detail, will be held in strict confidence. Personal interviews will be arranged for those who qualify.

Bissell & Land, Inc.

BISSELL & LAND, INC.

337 Second Ave.

Pittsburgh, Pa.

Advertising Agents and



Merchandising Counsellors

Why Not Advertise Banks Like Soaps or Soups?

Banks in Their Advertising Should Pick One Idea and Stick to It

By C. H. Handerson

Of the Union Trust Co., Cleveland, O.

BANK advertising is subject to the same laws as any other advertising, because it is intended to react upon the same objects—namely, people—in the mass and class.

Therefore, let us briefly study the advertising of a typical successful manufacturer. What does he do before he begins advertising—if he is wise? He selects a preponderant point about his product, a definite advantage, a feature, and he advertises that preponderant point or feature and lets the balance of his product trail behind.

He takes that one preponderant feature and pounds upon it day in and day out, week in and week out, month in and month out, year in and year out. And then, after he has been pounding for ten or fifteen years, a certain percentage of the public recognize—

A skin you love to touch.

99-44/100 per cent pure.

Children cry for it.

The most beautiful car in America

These are slogans, but I have chosen them not because they are slogans but because their universal recognition best represents the result of pounding one point over a period of years.

In a bank we have, let us say, a savings department, a trust department, a commercial department, a safe deposit department and so on *ad infinitum*. The number of services is varied, but always amply numerous. Banks are financial department stores. To describe even any single service in a few brief words is difficult and sometimes well-nigh impossible.

From an address before the Financial Advertisers Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

But, nevertheless, we set out buoyed with enthusiasm, a limited appropriation, and a desire to scatter the message abroad concerning eight, ten, twelve and maybe twenty-five different services.

KEEP TALKING ONE DISTINCTIVE SELLING POINT

And what chance have we of creating a definite impression? I feel somehow that we have little if any unless we remember that back of all this advertising on all our varied services we must advertise—first, last and all the time—our bank, as contrasted with every other bank everywhere, otherwise it becomes in the public mind merely a bank advertising not “a skin you love to touch,” not Woodbury’s, not “99-44/100 per cent pure,” not Ivory Soap. No—only—a soap.

Our persistent advertising of all our many services savors of the shotgun which messes up the board, but creates no definite impression.

In every bank there is an atmosphere, a something which is different from all other banks. Our job, as I see it, is to discover this something and to express it and to re-express it in a thousand different ways and ten thousand times.

Now let me tell you a little story to illustrate and partially prove my point.

A little over two years ago there was a bank merger in Cleveland. To men in the financial world this was an immense proposition. For a period of weeks bankers and many business men talked of nothing else, it seemed. It was a meteor in the financial sky and we within the immediate circle of its radiance felt that the eyes of the world were upon us.

For one solid year this merged and enlarged bank advertised itself as "the largest bank in the community." Regardless of the merit of the advertisement, it had at least the merit of being one thought constantly pounded and played up. It was the "99-44/100 per cent pure" of this bank. It was the "Children cry for it" of this bank.

And then after one year of hard advertising in every available medium we checked up, and what did we find when we went out through paid investigators and asked thousands of people to name the largest bank in Cleveland?

83 per cent of the downtown executives knew.

80 per cent of the factory executives.

45 per cent of the little outlying retailers.

43 per cent of the wealthy women in our hill section.

40 per cent of the downtown employees.

35 per cent of the factory employees.

15 per cent of the laboring element.

16 per cent of a suburb's middle class.

An average of less than 40 per cent of Cleveland's population knew which bank was the largest.

Forty per cent of the population had got a very simple message after one year's hard plugging on billboards, in newspapers, on card cards and elsewhere.

Ashamed of it? No. Rather proud that we had sold that large percentage of the population one idea in one year.

But the same investigation brought out very distinctly that no bank in the city had registered a definite picture of itself on the public retina as a bank of peculiar breed or type or character.

I repeat that after years and years of advertising of various banks in the city, no single bank had yet marked itself peculiarly. Every bank was merely "among those present" as compared with other banks.

And without attempting to pull others down to the same level, I dare say that if a similar investigation were made in other cities, approximately the same results would be shown. Few people, comparatively would recognize

the First National or the First Trust or the Jones Savings and Trust as a peculiar breed of bank having definite characteristics. They would all be nice, fat, dignified, pink-whiskered banks—neutral gray, equally good, equally large, equally cordial, equally friendly—and so on ad nauseum.

This equality, this neutral tint, this indistinct public impression is a serious criticism of the fundamental effectiveness of bank advertising.

And how can it be remedied? Only by sitting down and studying banks as institutions. We have too long been advertising the arms and legs. What we must now advertise, it seems to me, is the torso, the trunk, the fundamental feature, and not the flippers. I do not mean "institutional advertising." I mean merely let's do for banks what Wanamaker has done for his store; what Woodbury has done for his soap; what Jordan has done for his car; what Campbell has done for his soups. Let's.

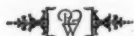
Speaking in terms of criticism, one would think if much bank advertising is a true reflection of the bank that the majority of banks sold caskets, shrouds or embalming fluid. Oh, we bankers have changed, I grant you! The atmosphere of our banks is different from what it used to be, and yet on the whole, how much reflection of the Sunlight of Banking does bank advertising hold today? Is there any lilt or buoyancy to bank advertising? Does it reflect the fact that banks bring happiness to widows? Does it reflect the fact that banks buy Christmas presents and happiness for the kiddies? Does it reflect the fact that banks save a father years of anguish and a wayward son a life of dissipation and ultimate destruction? Does bank advertising picture one small percentage of the Great Gift of Happiness which is the final crystallization of every banking service?

Bank advertising does not. I am dangerously truthful.

Ned Jordan, of undying fame as a writer of automobile copy, once said to me, "Gus, when in blue

LOST

Two Eyes



IT is one of the trite tragedies of Advertising. The reader's eyes are lost to you when your Advertisement is dwarfed by giant neighbors, who rob it of light, liberty and the pursuit of currency. Yet, as the diamond among rhinestones gathers a deeper beauty and a more fulgent flame from its drab environment, so the Advertisement we set shines the more brilliantly by contrast. You are always richly repaid for the price you may pay for Insurance Against Lost Eyes.

PHILLIPS & WIENES
INCORPORATED

Typographers Who Prove It With Proofs
314 East Twenty-third St.
New York

blazes are the banks going to realize that they are not selling insurance for the final rites on a frozen corpse?"

Suppose banks took just the one thought, Happiness, and measured each advertisement we ran as to layout, as to text matter, as to headline, as to illustration, by the scale, "Does it reflect any happiness?"

This thought carried out skillfully over a period of years would gradually and unconsciously engrave a certain buoyant picture of our bank upon the public mind. It would take some of the starch out of their shirt bosoms. It would give banks humanness without losing a whit of dignity. It would play the great "Lost Chord" which every human being is seeking—Happiness.

If Ivory Soap, Woodbury's, Paige Motor Car, Castoria, and a thousand others find it worth while to play just one note throughout the ages, I wonder if it would not be equally worth while for bankers to settle down, pick their note and tune their little string accordingly, prepared to play that note through hell and high water, panic, pestilence, famine and sudden death and all other horrible vicissitudes.

If the American Telephone and Telegraph finds it pays to picture its service in just one way throughout five years, if Wrigley and his jumping jack, if "ask the man who owns one," if Jordan Motor through its copy, if Good-year throughout its layout, if these and others find a trade-mark, a slogan, a symbol, an aroma or atmosphere—created by copy or mechanical means—if they find "their note" worthy of constant repetition in a thousand different shades, all shading into the same shade, is it not likewise a pretty good system for banks?

Brazil Honors William H. Ukers

The Brazilian Centennial International Exposition has awarded the grand prize to William H. Ukers for his book "All About Coffee." Mr. Ukers is editor of *The Tea and Coffee Trade Journal*, New York.

Special Delivery Mail to Canada

THE special delivery mail service between this country and Canada, recently put into effect, is one of many excellent results of the First International Postal Conference between the United States and the Dominion of Canada, held at Ottawa, Ontario, last December.

Hubert Work, then Postmaster General, said in his brief speech, "The purpose of this conference is to do away with the red tape in the postal relations of the two countries." Before this, there never had been any agreement as to special delivery of mail, and as a sample of the direct and simple policy of the conference the following is quoted from the official report:

"The agreement on special delivery service will permit the expedition of rush mail on the payment of an international fee of twenty cents in addition to the ordinary postage.

"Two special delivery stamps, or postage to the value of twenty cents with the words, 'Special Delivery,' will secure this service for Americans, while Canadians may use twenty cents in postage or the regular Canadian twenty-cent special delivery stamp.

"Canada has only fifty-four post offices where special delivery service is in operation, while in the United States the service is extended to every town and hamlet having regular carrier service."

Harland J. Wright Returns to Textile Publishing Company

Harland J. Wright, formerly with the Textile Publishing Company in charge of the Cleveland office of the *Dry Goods Economist* has returned to that organization as manager of the Chicago office of the *Dry Goods Reporter*. Mr. Wright was recently sales and advertising manager of the Sunshine Cloak & Suit Company, Cleveland.

Thad Dean Wheeler, formerly with the V. C. Breytspraak Advertising Agency, Chicago, has joined the staff of Sweet & Phelps, Chicago advertising agency.

Is There Any Argument?

Take financial advertising for an example: During 1922, The Enquirer carried more than all other Cincinnati papers combined.

The ENQUIRER	781,620 Lines
Second Paper	235,690 Lines
Third Paper	219,702 Lines
Fourth Paper	174,328 Lines

Accuracy and completeness of market reports, timeliness of financial news, plus a wonderful circulation among the class that buys—make The ENQUIRER first and foremost in Cincinnati.



Covers Cincinnati Every Day
Covers In the Way That Pays

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

I. A. KLEIN
50 E. 42nd St.
New York

R. J. BIDWELL CO.
742 Market St.
San Francisco

I. A. KLEIN
76 W. Monroe St.
Chicago

"Withinth

The Call for Automotive Leadership



By RAY W. SHERMAN

T

New
Street
Street

Publi
MOT
DIST
AUT

**thin the next few years
millions of dollars will
be made from the Auto-
motive Market and most
of this profit will be
made by a comparatively
few companies ~"**

So says Ray W. Sherman in his latest booklet "The Call for Automotive Leadership"—just out.

No man today is better qualified to discuss the problems of automotive merchandising than Sherman.

This booklet is crammed full of definite first-hand information on the manufacturer, jobber, dealer situation and looks into the future with a clear vision.

Every automotive Manufacturer should read it as well as every one who has to do with automotive merchandising.

Free—Write for your copy today

THE CLASS JOURNAL COMPANY

New York, U. P. C. Building; Chicago, Mallery Bldg.; Boston, 185 Devonshire Street; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort Street West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, MOTOR TRANSPORT, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK, THE AUTOMOBILE TRADE DIRECTORY.



They can't help but notice it

When you have an important piece of business news to send out, make sure it's going to get attention. Put out the kind of notice people can't help but notice.

A good way is to pick out one of the colors of Hammermill Cover and ask your printer to use this dependable, low-priced stock. You'll be more than satisfied.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL COVER

Single and Double Thick

Dramatized Headlines Lend Added Value to Industrial Copy

An Improved Technique That Gives the Technical Advertisement Increased Attention Value

By W. Livingston Larned

ADVERTISING in the industrial press has its acknowledged difficulties. In that respect it is no different from campaigns appearing in other mediums. Each field of advertising presents copy and illustrative problems distinctively its own. The technical advertiser need not feel he is in a class by himself in so far as illustration and copy obstacles are concerned.

One of the big illustration difficulties that the technical advertiser must cope with is that, in many instances, the types of things advertised all belong to one great common classification. There is a strong family resemblance among the entire group. Consequently, one hundred pages of industrial advertising are apt to become monotonous if artist and copy writer are not on their tip-toes for new ideas.

An advertiser in a publication of this character was once taken to task for the lack of individuality of his campaigns. His comeback was not without justification.

"The magazines used by us," he said, "go to factory engineers and tell the story of industrial machinery. There are something like seven hundred advertisers, and all of us build one kind of a machine or another. Machinery has individuality—but not to the man who is disinterested and is in some other line of business.

"So much depends on the point of view. However, I'll admit there are times when the advertising becomes draggy and uninteresting, even to those who are identified with the business. Something can be done by gingering up headlines. We are trying our hand at this just now and with some success.

"It had long been our custom

to secure a photograph of some important installation, vignette it, paste it at the top of the space, and then write the headline and the text.

"The trouble seemed to be that



THE POSSIBILITIES THAT THE DRAMATIZED HEADLINE HOLDS CAN BE READILY GRASPED HERE

the photographs were never very thrilling, when used absolutely alone. Now we go at it in an entirely different frame of mind. We first build the headline, and then fit an illustration to it. This has brought diversity of display, without losing the identity of the firm or the necessity of showing these installations.

"Here is an example of one advertisement and how it was worked out: the idea we wished to convey for the month was that in many production plants, power was leaking, here and there, because of inadequate equipment. A

year ago, we would have placed, side by side, two photographs; one with a poor equipment and the other with our own machinery. But that headline of ours: "When the Plant Leaks Power" was capable of being dramatized. The head of our art department se-

were prepared to get the machinery on trains and ship it to any destination.

"We managed to secure a very marvelous photograph of a real meteor, blazing across the sky. This was enlarged and mounted. Then in the path of the light, we

placed a suggestion, also photographic, of our product."

This advertiser is not alone in his discovery of the value of the dramatized headline in industrial advertising copy.

There is the Republic Flow Meters Company as an example. This company wished to talk about a certain system for factories for the economical measuring of the cost of steam production. It was believed that a great many manufacturers did not actually know, in dollars and cents, the price they pay for power. Statistics to convey this information were secured. Under the headline: "Your Plant within the Covers of a Book," this concern prepared an advertisement which in every way illustrates the possibilities in industrial-paper headlines.

dramatized industrial-paper headlines.

A large cloth-bound ledger of imposing appearance was photographed, standing on its side, while at the top, jutting out from between the leaves, was the interesting suggestion of a factory.

Admitting that illustrations of this character are "tricks," they are, nevertheless, different enough and enterprising enough in their turning of phrases, to attract immediate attention, where more conventional pictures might be passed.

Here are some interesting tech-



Ball-Bearings Help Stop Friction's Drain on the Profits of Your Plant

WHEREVER plain-bearing line-shaft equipment is used friction is constantly extracting too heavy toll in power loss, bearing wear and destruction, and forced idleness of both machines and men. These drains on the profits of industry are enormous, the power loss alone amounting to a considerable sum.

Skayef self-aligning ball-bearing hangers prevent approximately 60 per cent of the power loss in line shafting and are not subject to heating and wear which require shutdowns for bearing adjustments and replacements.

Even shaft deflections and vibration cannot

affect the free running qualities of the SKAYEF hangers, for this type of bearing has the exclusive inherent ability of compensating automatically for shaft mis-alignments. As friction is reduced to a minimum and as dust and grit cannot enter the sealed bearing housings, no appreciable wear of the hard steel balls and races occurs. Lubricant cannot escape from the sealed housings into the dirt, holes and grooves in process of manufacture, and need be applied only at infrequent intervals.

Let our engineers co-operate in planning a changeover to ball-bearing equipment.

Stock-Carrying Agents in All Principal Cities



AN ADVERTISEMENT THAT MAKES THE READER STOP AND LOOK

cured a vista of factory buildings. The photo was silhouetted in the shape of a large oil can, and outlined in black. Then drops of waste were shown leaking from the bottom and spilling right on down through the text beneath.

"We tried another one the next month, encouraged by what had taken place. This message had to do with speed of delivery of a certain piece of machinery.

"Again our art manager did his work after an appropriate headline had been thought out. This headline had to do with the meteor-like speed with which we

nical facts concerning steel balls, as used for bearings. It is characteristic industrial-paper material: "Over a half billion balls of highest quality, averaging one-half inch in diameter and weighing approximately 9,215,000 pounds, represent the output of the Atlas Ball Plant, for the past fourteen years. Approximately 13,822,500 pounds of raw material—sufficient to form a ball of almost forty feet in

might have meant a vista of trains and trucks and the actual scene of deliveries.

The Atlas Ball Company, impressed by the newer idea in dramatized headlines, set about the task in a different mood.

An original drawing was made of a gigantic steel ball, perched on the crest of a hill. Its height was impressed upon the reader by the adjacent presence of a tiny railroad locomotive, and the panorama of surrounding country, dwarfed by comparison. The distance across hill and dale, from New York to San Francisco, was attractively suggested.

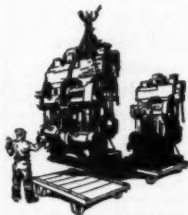
Another firm, manufacturing ball-bearing hangers of an improved type, which decrease friction, decided upon the following headline:

"Ball-Bearings Help Stop Friction's Drain on the Profits of Your Plant." For thirty pages in either direction, to the front and back, of this page of advertising, the writer examined technical displays. The similarity was really astonishing. The Skayef Hanger page was the sole exponent in that area of variety of mood in the physical structure of the advertisement. As a consequence, when running through these pages, it was compulsory to stop at the Skayef page and have a look. Here was interest, novelty, resourcefulness. The advertiser was obviously attempting to put some thought into his message. The pill was sugar coated and it tasted good!

Photographs were put aside and in their stead, an idea was advertised and pictured, rather than the product.

By the use of crayon on rough drawing board, a most pleasing technique was secured and one not customarily seen in industrial periodicals.

The background loomed large, with its industrial plants, its plumes of steam and smoke, its busy workers and its many freight cars. And out from this scene came two great hands. One marked Industry, held a bag of money—the profits of the plant.



Here's a platform as powerful and lasting as the lift truck itself

Your steel business will tell you that under average working conditions, the platform scale is the most reliable and accurate scale in use. A platform scale is the only scale that is ready for use at all times.



All the other best types of Scales are constantly in demand. They give the same results as the platform scale. They give the same results as the platform scale.

For the example of thousands of other Scales, see the "Stuebing" platform scale. It is the only scale that is ready for use at all times. It is the only scale that is ready for use at all times.

The Stuebing Scale Company, Cleveland, Ohio, Montreal, Que.

Stuebing
LIFT TRUCK OFFICES

NEITHER CLEVERNESS NOR UNUSUAL IDEAS
GIVE POWER TO THIS COPY—IT IS SOLELY
A CASE OF TECHNIQUE

diameter—were required for this output. If placed one against the other in a line, these balls would extend from New York City to San Francisco and 754 miles beyond. Fourteen delicate operations are involved in making a finished ball after the raw material itself has been subjected to rigid tests and inspections."

This is a typical industrial-paper advertisement calculated to suggest the volume of output, as an evidence of conclusive demand.

Yesterday the advertiser who wished to illustrate this announcement would have been content to show a photographic view of the plant, exterior or interior. Or it

Coins jingled from a tear in the bottom, and a grasping, cruel hand, marked Friction, was catching them. Again the obvious, but so nicely stage-directed that it made the most compelling page in that issue of the magazine.

As an evidence of how a minor deviation from the customary and usual thing may lift advertising out of its own slough of inertia, attention is called to the reproduction of a page for Stue-Bing Lift Trucks.

Clever twists of words in headlines, wisely illustrated, are not of much concern in this case. Technique does the work. The advertiser has employed a very neat, crisp, clean pen drawing of a mechanical installation, where the temptation might be to use the inevitable and eternal photograph.

Something in the freedom of the handling, the sharp contrasts and the liberal amount of surrounding white space, make the page conspicuous in the company of hundreds of other advertisements illustrated according to tradition.

Dramatization *has* taken place—the stage direction which ordered that white space and the bold masses of black in the lifted machinery, all constitute the art of the advertising dramatist.

This sort of thing is more and more in evidence every day. The industrial-paper advertisers are learning that in their own field.

"Woodlite," a New Name in Automobile Accessories

A new product is being introduced to the automobile accessory market under a patent owned by the Berkeley Light Corporation, San Francisco. It is an automobile headlight which has been invented by William G. Wood. This headlight is one of a group of patented illuminating products which will be sold under the recently trade-marked name of "Woodlite."

An organization is now being formed at San Francisco by Clarence G. Atwood and R. F. Duryea who have obtained the exclusive license from the Berkeley company to manufacture and sell all its patented "Woodlite" products in the United States and Canada.

Mr. Atwood informs **PRINTERS' INK** that the activities of the new organization will, at first, be directed to the marketing of the "Woodlite" headlight.

Advertising Caused Safe Reinvestment of Victory Note Funds

The Cleveland Financial Advertisers Association is given credit by George Kelsey, secretary of the Cleveland Clearing House Association, for the deposit in banks and investment in bona fide securities of \$10,000,000 in redeemed Victory Notes and War Savings Stamps. The Cleveland Financial Advertisers Association conducted a joint advertising campaign which, according to Mr. Kelsey, is responsible for the safe investment of this money which otherwise might have gone into wild cat investments.

This co-operative advertising campaign forms part of a co-operative advertising exhibit at the Atlantic City convention of the Associated Advertising Clubs of the World.

New York Advertising Club Golf Tournaments

Three tournaments are planned by the golf committee of the New York Advertising Club. The first tournament, which has been named the "Acquaintance Tournament," will be held at the Dunwoodie Golf Club on June 20. The second tournament will be played at the White Beaches Golf Club on July 31, and the last one on the links of the Westchester Hills Golf Club on September 25. John I. Wheaton is chairman of the golf committee, George Stearns, treasurer, and Wesley Ferrin, handicapper.

Traction Company Advertises Purchase of New Cars

Just at the time when Philadelphia's newspapers were reporting the discussions of the mayor, councils, and the transit company relative to the building and operation of new high-speed lines, the Philadelphia Rapid Transit Company, took half-page space in the newspapers to announce the purchase of 520 new cars costing \$6,500,000, with a carrying capacity of 500,000 passengers daily.

Consolidated Cigar Profits for Quarter Increase

The Consolidated Cigar Corporation, New York, Dutch Masters, Harvester, Mozart, Henry George, El Sidel and other brands of cigars, for the first three months of 1923 reports net profits of \$154,961, after charges, interest, etc., as compared with \$112,545 in the same period of last year.

Canadian Campaign for English Fabrics

Burgess, Ledward & Company, Manchester, Eng., is conducting an advertising campaign in Canadian newspapers on Duro Fadeless Fabrics. This advertising is being directed by Norris-Patterson, Limited, Toronto advertising agency.

Setting the matter right

In the first five months of this year, GOOD HARDWARE ran a greater volume of advertising than in any other five months' period in its history. It made editorial strides that carried it to new achievement and it was fortunate in receiving a response from its readers that far overshadows any previous response for any period.

In the enthusiasm of accomplishment, GOOD HARDWARE published an advertisement in Printers' Ink headed: "First Now in the Hardware Field," and in the first paragraph of this advertisement stated "Two and a half years ago GOOD HARDWARE started from scratch. Today it leads the field in reader interest and in advertising volume per issue."

This statement was made, of course, in all good faith and in the belief that the average number of advertising pages per issue and the total advertising income per issue in GOOD HARDWARE was greater than that of any other hardware publication. Unfortunately, an error was made by our informant statistical bureau in the tabulated results on which the comparison was based. The true figures now obtained show that another publication, The National Hardware Bulletin, exceeded GOOD HARDWARE in the number of pages of advertising published and in total advertising revenue in the first five months of 1923. We feel that this correction should be published in Printers' Ink in justice to our contemporary for whom we have the kindest feeling and the most profound respect.

Good Hardware

912 Broadway

New York

You've Noticed Fees

What's the Difference Between a Cellar and a Basement?



"The Characteristic Color"

Easy Operation
Who hasn't been annoyed by
sweaty, sticky, cold windows—
which look so ugly in every room,
and which make the interior of the
house look like a cold, dark, and
unpleasant place? Fenestra Windows
solve this problem in a simple way—
that they will always operate easily.

Greater Protection
The worst risk window of the
"cellar" can easily be found from
the outside, but Fenestra Windows
are perfectly perfect. When
you look through the "cellar", there
is no light, and the window is
dark, and the window is dark
and the window is dark.

Attractive Appearance
Fenestra Windows make
a double appearance in the eye
of the beholder. The first part of the
picture is the house, the second
part is the Fenestra Windows.
They are the best of both worlds.
They are the best of both worlds.
They are the best of both worlds.

**DAYLIGHT—plenty of natural LIGHT—this is the
greatest and most valuable difference.**
"Cellar" is the old-fashioned word for the space beneath a house.
That space, properly intended for storage, has always had broader
and unpleasant under-appeal of some basement you have seen, you know
that they have others—namely, others.

Modern houses have "basements"—the right term for the space
below the house. Fenestra Windows—daylight and made clear by
Fenestra Windows—these windows with large panes of glass
framed in solid steel sash. They admit the purest daylight, they
are easier to operate than wood windows, provide greater protection.

DETROIT STEEL PRODUCTS COMPANY, 2111 E. Grand Boulevard, DETROIT
For Details—Consult Ideal Window in Steel Products, Ltd., 1000 River St., Toronto

Fenestra

BASEMENT WINDOWS

Long Life

Fenestra Windows come
in so many. They come in white
or colored sash, and in other
material to you through them.

Low Cost

You'd be willing to pay for a real
basement that for a cellar in your
house? But that's not necessary.
Fenestra Windows cost
very little more than ordinary wood
windows. Your investment, however,
that they cost less to install.

Double Supply Them

Fenestra Windows are
double and solid for lumber and light,
and they make double windows, and
they make double windows, and
they make double windows.

Get The Booklet

Get all the facts about Fenestra
Windows before you build
your new home. Write for the booklet
Fenestra may be told in
one booklet—it's free.

To Dealers

There is a great opportunity for you
in building Fenestra Windows.
For the Fenestra "Booklet" for
dealers" will enable you to build an
ever increasing business in basement
and get a new type of window
of solid steel sash, and a new type of
window. Write today for our "Booklet".
Dealer Representative



Fuller S

150

at Men
Membe

Fenestra, Haven't You?

Besides Fenestra, the clients of Fuller & Smith are:

The Allayne-Zerk Company.
Direct contact lubrication for automobile vehicles.

American Chamber of Economics, Inc.
A consultation and educational service for executives.

The American Multigraph Sales Company.
The Multigraph.

Atlantic Stamping Company.
Household utensils.

The Cleveland and Buffalo Transit Company.
Great Lakes steamship lines.

The Cleveland Provision Company.
"Wiltshire" meat products.

The Fox Furnace Company.
"Sunbeam" Warm-Air Heating.

Gainaday Electric Company.
Electric household appliances.

The Gypsolite Company.
"Gypsolite" wallboard.

The Glidden Company.
Paints and varnishes, including "Jap-a-lac" and "Ripolin".

The Hanna Building Company.
Owners and operators of The Hanna Building.

Ivanhoe-Regent Works of General Electric Company.
"Ivanhoe" metal reflectors and illuminating glassware.

The Jeffrey Manufacturing Company.
Coal mining machinery, electric locomotives, elevating, conveying and crushing machinery.

National Lamp Works of General Electric Company.
National Mazda lamps.

The Outlook Company.
Automobile windshield cleaners and rear view mirrors.

H. H. Robertson Company.
Robertson Process Asbestos Protected Metal.

Selberling Rubber Company.
Selberling tires and rubber heels.

Hotels Statler Company, Inc.
Operating Hotels Statler in Buffalo, Cleveland, Detroit, and St. Louis, and Hotel Pennsylvania in New York.

The Timken-Detroit Axle Company.
Axles for motor vehicles.

United States Chain & Forging Company.
"McKay" tire chains and commercial and industrial chains of all kinds.

University School.
College preparatory school.

Westinghouse Electric & Manufacturing Company.
Electric apparatus, appliances and supplies, including household labor-saving devices.

Willard Storage Battery Company.
Storage batteries.

MC

Basements have always had windows—
sort—but now is the first time in the
history of building when a dealer can
everybody the best in windows and
carry only four standard sizes.

Fuller & Smith - Advertising

50 Euclid Ave., Cleveland

Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau, Inc.

Bidding God-speed to a departing representative and introducing his successor to Chicago

MR. W. J. S. RITSCHER, for four years past our Western Manager, much to our regret, retired from this organization June 1st, to accept a promising opportunity in the investment banking business in Chicago. He leaves a territory which invests each year in National Petroleum News a sum equal to the total volume of most business papers.

To succeed Mr. Ritscher, Mr. A. R. Harris moves into our Chicago office (Conway Bldg., 111 W. Washington St.) bringing with him the rounded experience in the oil industry and service to agencies and advertisers gained through four years of N. P. N. work, first in North Texas during the oil boom of 1919-1920, and more recently in the great, eastern refining centers in Western Pennsylvania. Mr. Harris is thus equipped, from first-hand contact with all three phases of the industry—producing, refining, and marketing—to offer sound council to any advertiser or agent seeking a way to increase sales to this huge market.

The change, therefore, does not affect the National Petroleum News policy of placing soundly experienced men in its sales-offices. In Chicago is Mr. Harris. In Tulsa is W. H. Little, our vice-president, with 11 years of oil experience. In New York is J. S. King with five years in the oil industry. At Cleveland are A. E. Waldorf with five years and H. M. Markt, M. E., with three. These men are dependable oil-counsellors.

From the capitalists of the Chicago advertising world we ask a royal welcome to Mr. Ritscher in his new work and from the whole advertising fraternity an equally warm reception to Mr. Harris in his efforts to earn you profits for later investments.

Members:
A. B. C.
A. B. P.



W. C. Platt
PRESIDENT

Offices

CLEVELAND - 812 Huron Road
TULSA, OKLA. - 608 Cosden Bldg.
CHICAGO - 432 Conway Bldg.
NEW YORK - 342 Madison Ave.
HOUSTON, TEX. - 614 West Bldg.

New Advertising Business at San Francisco

Otis R. Tyson and Hartley Everett Jackson have formed an advertising business at San Francisco under the name of The Jackson Corporation. Mr. Tyson has been advertising manager of The Owl Drug Company, San Francisco, for the last six years. Mr. Jackson is president of the Bay Cities Printing House Craftsmen, San Francisco.

Stuart Plumley, with "Acetylene Journal"

Stuart Plumley, recently apparatus sales manager of the Air Reduction Sales Company, Chicago, has been appointed editor of the *Acetylene Journal*, Chicago. He succeeds Harold W. Cook who was managing editor of the *Acetylene Journal* for eight years. Mr. Cook has joined the Union Carbide Sales Company, Chicago.

C. C. Johnson, Jr., Joins Fort Worth, Tex., Printer

Charles C. Johnson, Jr., has become director of the art and copy department of The World Company, Inc., printer and publisher of Fort Worth, Tex. For the last three years he has been vice-president of The Herndon-Johnson Advertising Company, also of Fort Worth.

J. W. Sieverling with The Arthur M. Crumrine Company

J. W. Sieverling has joined the staff of The Arthur M. Crumrine Company, Columbus, O., advertising agency. He was formerly advertising manager of the Federal Electric Company, Chicago, and, previously, had been with Fuller & Smith, Cleveland advertising agency.

Walter Scott with Fox Film Corporation

Walter Scott, recently with the Wendell P. Colton Company, New York advertising agency, as production manager, is now art director of the publicity department of the Fox Film Corporation, New York.

Cleveland Printer Adds Harry Miller to Staff

The Hiles & Cogshall Company, Cleveland printer, has added Henry Miller to its staff. He was formerly advertising director of The Abner Royce Company, also of Cleveland.

Afton, Ia., "Star-Enterprise" Has Branch Office

The Afton, Ia., *Star-Enterprise* has opened an office at Creston, Ia. This office will be under the management of H. E. Beverland.

Changes in Chicago Staff of "Good Housekeeping"

J. Harold Draper has joined the Chicago staff of *Good Housekeeping*. William I. Flannigan has been appointed to represent *Good Housekeeping* in Wisconsin and Iowa. Mr. Draper and Mr. Flannigan were both with the advertising department of the Chicago *Tribune*.

Akron Better Business' Commission Appointment

H. L. Baldensperger, assistant secretary of the Toledo, O., Better Business Commission, has resigned to become commissioner of the Akron, O., Better Business Commission. He was formerly with the National Vigilance Committee of the Associated Advertising Clubs of the World at New York.

H. H. Gunning with Poster Advertising Association

H. H. Gunning, Toledo, O., for many years advance agent in the United States and Europe for Barnum and Bailey's Circus and Buffalo Bill's Wild West Show, has been appointed national inspector for the Poster Advertising Association.

Seiberling Rubber Reports Profit for Quarter

The Seiberling Rubber Company, tires and tire accessories, Akron, O., reports sales totaling \$1,694,000 and profits of \$158,000 for the first quarter of 1923. The annual report of this company for its first year, 1922, showed sales of \$3,485,000 and profits of \$56,000.

G. H. Ball, Advertising Manager, Welsbach Company

G. H. Ball, until recently an account executive with the Philadelphia office of the Frank Presbrey Company, has been appointed advertising manager of the Welsbach Company, manufacturer of gas mantles, Gloucester, N. J.

L. R. Garretson Joins Frank D. Jacobs Company

L. R. Garretson, formerly director of the national service work of the Collins Publicity Service, Philadelphia, has joined the Frank D. Jacobs Company, Philadelphia printer, as director of its advertising and plans department.

"Surgical Appliance and Instrument Review" Launched

The *Surgical Appliance and Instrument Review*, a monthly published by the Sair Publishing Company, New York, made its first appearance with its May issue. M. Gebelow is editor and John Sharr is advertising manager.

Farmers Do Not Need More Credit

As in All Lines Those Who Are Tending to Their Knitting Are Getting Ahead

By Samuel R. McKelvie

Ex-Governor of Nebraska and Publisher of *The Nebraska Farmer*

LET us take a look at some of the remedies that were recommended for the relief of the farmer: The first of these was legislation. This is not a new remedy. It has been recommended since the beginning of time and it was predicated as usual upon the theory that laws had been placed upon the statute books for the benefit of everyone else but the farmer. Also, there was the prevailing argument that "big business," the "special interests," and "predatory wealth" had a strangle-hold on the farmer.

The outcome of this has been that some laws were passed, and I expect they were good laws, so far as laws go in effecting a remedy for our economic ills, but I observe that the farmers who are getting along best in Nebraska are those who "stick to their knitting," and use the same kind of keen business judgment and well applied industry that win out in every other line of endeavor. The calamity-howlers are like our poor relatives—they are with us always, but they are not the ones by whom we measure progress.

More credit was another remedy that was proposed to bring the farmer out of his kinks. If I would ascribe one reason more than another for the downfall of farmers that I know, it is that identical thing—too much credit. In the halcyon days of war prosperity, all the farmer had to do was to drop into the bank, sign his name and get the money. This encouraged him to buy more land upon which he could make only a very modest payment, and

it induced him to depart from the well-worn paths of thrift and economy that have had so much to do with his success. Moreover, it got him into the J. Rufus Wallingford class. He would become rich overnight. All he had to do was to buy a grist of securities, and, presto, he would be a great financier! If his regular banker demurred against these investments, he went forthwith to a "real banker," or gave his note to a high-powered salesman who cashed it for him. The graveyard of farm failures is now marked with these pseudo-economists.

WHAT THE FARMER NEEDS

The farmer does not need more credit, but he needs a different kind of credit. His business is different from that of the manufacturer or distributor in many other lines, in that he cannot turn his commodities as often in a given period. Not more credit, but a different type of credit will facilitate the more orderly distribution of farm products, and will tend to prevent gluts upon the market. This, in turn, will temporize the radical fluctuation in prices that has been so prominent in connection with farm marketing.

Foreign markets have also been suggested as a necessity if agriculture is to prosper in this country. In this connection, it is a good thing to take a look at the facts: In actual figures, Europe's annual grain production fell off one billion bushels during the war, and the production in North America increased in about the same amount. During the four years since the war, Europe has recovered over four million

From an address before the Agricultural Publishers Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago



THE Beaver Products Company, Inc., maker of Beaver Wall Board, Beaver Gypsum Wall, and Beaver Vulcanite Roofing, is a leading factor in America's five billion dollar building program.

We were complimented recently by being appointed advertising counsellors for this great concern.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

bushels of her short production, and the demand for American agricultural products has decreased proportionately. It will be only a matter of a short time, depending upon European political conditions, until those nations will be producing at normal, and they will then be very nearly self-sustaining.

Take, for instance, the case of wheat: According to estimates of the U. S. Department of Agriculture, the world wheat crop for 1913 was 4,127,000,000 bushels. In 1917, with Russia eliminated, it was estimated at about one-half of that, or approximately 2,000,000,000 bushels. Since then, with Russia left entirely out of account, the world crop has been estimated at 2,358,000,000 for 1918, 2,571,000,000 for 1919, 2,763,000,000 for 1920, and 2,990,000,000 for 1921. The increase in world production of wheat since 1917, with Russia left out of account, has been approximately 200,000,000 bushels per year.

The decline in wheat production, between 1914 and 1917, was not chargeable entirely to Russia, for there were other wheat-producing nations engaged in the war that were not able to maintain a normal production. Neither is the increase in wheat production since 1917 ascribable entirely to the United States, for other wheat-producing nations accentuated their efforts during that period. It is noteworthy, however, that beginning with 1913, the range of our wheat exports has been as follows: 1913, 20.3 per cent; 1914, 25.5 per cent; 1915, 26.4 per cent; 1916, 32.9 per cent; 1917, 30.7 per cent; 1918, 20.7 per cent; 1919, 26.8 per cent; 1920, 32.3 per cent; 1921, 40.5 per cent; 1922, 44.8 per cent.

From these figures, it is apparent that our increased exports of wheat have been attributable entirely to the war, and it is clearly forecast that it will be a matter of only a very short time until we will be exporting only as much as we did in 1913.

These figures indicate the folly of encouraging our farmers to depend upon a foreign market for

wheat. Not only is there a very decided limit to the amount of wheat that we can export, but there is the much more important fact that many of the principal wheat-producing sections of this country cannot compete with other nations that produce this crop at much lower cost than we can. And above all there is the very great detriment that derives from having the price of our entire wheat crop practically determined by the small percentage that we are able to export.

ENCOURAGE ECONOMIC PRODUCTION

The same principles apply to some of our other crops, but there are some products which we can produce more economically and abundantly here than elsewhere, and it is upon these that we should encourage our farmers to concentrate their efforts. The cornbelt is especially favored with a diversity of crops which enables the production of meat, dairy and poultry products most economically. This type of farm management encourages rotation of crops, the conservation of soil fertility, and economy in marketing. It seems to me far better to turn our attention to this line of endeavor than to predicate our prosperity upon foreign markets that mean so very little to us.

The one movement now that bears more promise than any other for agriculture is co-operation. It is through this channel that the farmer will effect more economical methods of distribution and marketing, and this, too, will afford the basis for sound credit. Great strides have been made in agricultural co-operation in many sections of the country, and it is now abroad throughout the land in a measure that has never been realized before. This trend forebodes both a ready return to normal prosperity, and a satisfactory return upon farm investments. This type of organized effort on the part of farmers will bring vastly greater results than all of the laws that were ever placed upon the statute books in behalf of the farmer.

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City



Is a GROCER worth as much to You as a Consumer?

As customers, as friends, as boosters, 50,000 grocers are worth more than 50,000 consumers. Everyone will agree to that.

Contrary to custom, however, it costs no more to reach 50,000 good grocers and jobbers through our plan than to reach 50,000 consumers through the best general magazines.

What is a grocer worth to you?—50 cents a year?—25 cents?—10 cents?—how much? Set your own value on the in-

terest of the grocer and the jobber whether it is 10 cents or \$5.00. Then we can show you just what can be done for the amount of money you are willing to invest.

THE PROGRESSIVE GROCER reaches 50,000 good grocers and jobbers each month. An entire year's campaign, using double page spreads in color in every issue, costs less than 12 cents per grocer or jobber for the entire year's program.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York

The PROGRESSIVE GROCER

The National Magazine of the Grocery Trade



Quality and Service Have a Larger Meaning Here



ECONOMY and **QUALITY** are two irreconcilable elements in the purchase of printing—unless you buy from a large organization of better craftsmen having a low overhead.

THAT'S the National Capital Press. The quality of our product will compare with any—the saving in cost is a legitimate one, due to our favorable location, our completely equipped large plant and the purchase of supplies in immense quantities.

*Ask a representative
to demonstrate both*

NATIONAL CAPITAL PRESS

1210 - 1212 D STREET N.W.

WASHINGTON, D. C.

NOT TOO LARGE TO DO A SMALL JOB WELL

Franklin Automobile Company Establishes a Definite Basis of Comparison in Competitive Selling

How This Company Makes Its "Long Demonstration" an Effective Argument to Clinch Sales

WHERE competition is a factor in selling, it is frequently a difficult matter to decide which of two courses it is better to take—to ignore competition entirely, or to meet it squarely. Meeting it squarely sometimes has disappointing consequences. As for example:

At the end of an extensive solicitation for a special business service a salesman said:

"Our long experience in this work places us in a position to give you service that our competitors are not able to offer."

At the mention of the word "competitors," a peculiar glint came into the prospect's eye. He deferred his decision to purchase. The idea that there were competitors was news. He had not known of any other companies besides the one whose service he had been considering, and the information that there were others teased his curiosity. He wanted to know what their propositions were like. The order which had been about to land within reach of the salesman's grasp did not land—but went elsewhere. The salesman took the lesson to heart and thereafter in his sales work avoided mention of his competitors. He found that it paid him to assume that prospects did not know whether there were any other concerns in his line of business or not.

There are other lines where the conditions of competition are a matter of general knowledge, like automobiles and accessories, phonographs and records, player-pianos, household appliances and many other articles. Every prospect for an automobile, for example, knows something definite about one or a dozen makes of cars besides the one he finally decides to buy. It is not possible

for an automobile salesman during his solicitation of a prospect to pretend there is no competition. He must deal with it in one way or another. Silence on the subject of other cars is apt to make the prospect suspect that the salesman knows that some other cars are better than his, and that anything he might say to the contrary would be untrue. Sneering disparagement is as dangerous as lofty contempt, and faint praise does not advance a sale any more rapidly than loud damns.

PUTTING THE BURDEN OF PROOF ON THE PRODUCT

The "Long Demonstration" plan adopted by the Franklin Automobile Company, of Syracuse, carries the sales battle right into the enemy's camp in a way that the enemy himself cannot take exception to. The plan is one that puts the burden of proof not on the sales argument of the salesman but upon the car. Moreover, the plan does not carry with it the objection of looking for trouble before trouble (in the form of competition) arrives. The plan, in a word, shows the prospect what the Franklin car will do out on the road, and then says to him, "Here are the facts, the distance traveled, the gasoline consumed and other details. Remember them. Should you wish to examine another make of car, compare its performance with these figures."

The "Long Demonstration" plan grew out of an effort on the part of the Franklin company to evolve a standard method of sales presentation that would be complete enough to meet the requirements demanded by every class of prospect even to the extent of bringing out qualities of the car,

which some of the less experienced salesmen did not know about.

Fifty miles was set as the minimum distance required for a "long demonstration," though it was recommended that the demonstration be extended to any distance above fifty miles that the prospect wanted or would consent to. The fifty-mile minimum was chosen to establish the claim of the Franklin to its ability to cover distances in fast time without excessive bursts of speed—a feature that the company felt was not known as widely as it should be. Moreover, it requires a run of considerable distance in order to find a variety of roads on which to demonstrate "comfort" as a feature.

SPECIAL ROUTES INCLUDED IN THE PLAN

In connection with the plan the company recommended to its dealers the laying out of "Long Demonstration" routes—routes that would include every condition met with in the operation of a car, such as going through city traffic, riding over streets paved and unpaved, state roads, country roads, rough going, hills and sand. One dealer went so far as to build a corduroy road across one corner of a farm in order to provide the sort of test for rough riding he desired. These routes are charted and maps are prepared.

In order to aid dealers in getting local advertising on the "Long Demonstration," the company made a quantity of signs of sheet iron, four feet by one and a half in size, painted in three colors, with an arrow over the entire wording and the words "Franklin Long Demonstration Route." These signs are furnished to dealers at cost. The dealer puts them up at points along the route, such as at turns in the road.

The "Long Demonstration" plan was first put into effect by the Franklin company during the 1922 selling season. Its success during the first year was sufficient

to warrant its repetition this year in the form of a contest which began on April 1. A bulletin announcing the contest describes the terms as follows:

"The new Long Demonstration campaign will open on April 1.

"Ratings of dealerships will be based on number of points scored, regardless of size of territory.

"Ratings in this new campaign will be on the point system, not percentages. Credit will be given as follows:

"An accepted Long Demonstration 10 points

"For each five miles over fifty miles 1 point

"Demonstrations made with used Franklins will be given the same credit as for a demonstration in a new car.

"No credit will be given for demonstrations to Franklin owners.

"In the event that several persons are carried on a demonstration, each of whom is a prospect for a Franklin, credit for a Long Demonstration will be given for each prospect in the car."

Many reports have been received from dealers describing demonstrations of long distances—one of 981 miles being the longest to date. That particular demonstration sold three cars. Immediate results are not considered in estimating the value of the contest. Sometimes several demonstrations are required in order to make a sale.

Competition has been established between dealerships. Sales divisions of the company have also been pitted against one another. Every salesman has been provided with special report forms on which to report demonstrations. These show the prospect's name, address, business, make and age of car owned, type of roads, number of miles demonstrated, number of miles prospect drove, number of miles driven by prospect's wife, and results of demonstration.

"Those familiar with automobile selling," says the company "will realize the importance of a definite effort to have both the

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prospect and his wife (if any) drive. The 'feel of the wheel' has long been recognized as a potent creator of the desire to possess. With the fair sex influencing the major portion of purchases, it becomes vitally necessary to have the 'women-folks' take the wheel also, whenever it is possible or desirable."

In connection with the announcement of the plan sent out to the dealers, the company asked every dealer to do three things: First, lay out a Long Demonstration route including the various kinds of roads. Second, post road signs along the route in accordance with suggestions. Third, make out a Long Demonstration Route Card which may be left with every prospect in the event that a sale is not made at the time, giving the complete course traversed with all the important conditions. One feature of the demonstration is the use of a test bottle for holding gasoline, the bottle being placed in a prominent position where the prospect may observe with his own eyes the amount of mileage obtained from a gallon of gasoline. During this test the supply of gasoline from the main tank is cut off.

Many automobiles are bought after a demonstration, and that is true of some other goods, too, such as phonographs. Demonstrating a car to a prospect, however, is not always a systematic or scientific proceeding, as it is generally handled. The prospect does not always remember how far he travels, how much gasoline is used, the time consumed, the nature of the roads, or anything much but the physical make-up of the car and the details of operation. Consequently, after two or three demonstrations in different cars he retains no clear recollection of any of them.

The Franklin plan has decided advantages. When the demonstration is over, a record is made by the salesman of the exact route covered, the mileage, amount of gasoline, kind of roads, and the other conditions referred to. Should the prospect then say "I

want to try other cars before I decide to purchase," the salesman may reply, "I have given you a definite basis of comparison. Keep this record and compare the performance of other cars count by count with the Franklin. It shows you exactly what our car is able to offer on the important things you expect from a car, namely, its comfort, roadability, ease of handling, safety, economy and performance under all conditions of traffic."

The Long Demonstration campaign is being promoted to the sales force by daily sales bulletins. From the reports of demonstrations being sent in to the factory by dealers and salesmen, material of great value having to do with actual demonstrations becomes available for publication and dissemination to the sales force.

"Extension Magazine" Appointments

Ellwood Tansey, formerly promotion manager of *Extension Magazine*, Chicago, has been made advertising manager. He succeeds James K. Boyd who has resigned to establish his own business as a publishers' representative at Chicago.

Wheeler & Northrup, publishers' representatives, have been appointed to represent *Extension Magazine* in the Middle West.

Buffalo Advertising Women Elect Officers

The Buffalo League of Advertising Women at a recent meeting elected the following officers: President, Miss Genevieve A. Goodrich; vice-president, Sophie Alexander; recording secretary, Ina Waldo; corresponding secretary, Ruth Sully; treasurer, Rose Harris, and as directors, Anne Wild and Sara Shaver.

Joins Staff of Victory Bag & Paper Company

Art N. Apple has been appointed general sales and advertising manager of the Victory Bag & Paper Company, Chicago. He was formerly with the Outdoor Advertising Agency, New York. More recently he has been with *Bakery Profits*, Chicago.

Roco Ladies' Coats to Be Advertised

Rosing & Cohn, Inc., Roco ladies' coats, New York, are contemplating an advertising campaign, using trade publications, outdoor advertising, and direct mail.

Jordan to Place Service Mark on Used Cars

The used-car problem has long been a puzzle to the automotive industry. Manufacturers have openly admitted it to be one of the two greatest questions that the industry has to face. In newspapers and national magazines the Jordan Motor Car Company over the signature of its president recently advertised its intention of squeezing some of the uncertainty out of the used-car business. Advertising will be used widely, the company states, to broadcast its new policy.

An identification plate called "The Mark of Jordan Service" has been created to be placed on Jordan cars that have been "rebuilt in accordance with the national standard Jordan policy." The mark of service, the copy goes on to say, "will protect Jordan owners against imposition and guard the public against deception. It will relieve dealers in other lines of the task of determining what prices should be placed on Jordan cars." The use of the mark is authorized by the manufacturers only after dealers have complied with standard regulations.

Beech-Nut Packing Shows Increased Earnings for Quarter

The Beech-Nut Packing Company, Canajoharie, N. Y., Beech-Nut bacon, peanut butter, pork and beans, macaroni, gum, candy, and ginger ale, reports net earnings of \$595,737 after charges but before taxes, for the first quarter of 1923, as compared with \$392,291 for the corresponding period of 1922. Sales for the period were said by the president, Bartlett Arkell, to exceed by 31 per cent the total of \$2,835,860 for the first three months of 1922. Patents, trade-marks, etc., are carried on the books at a valuation of \$1.

Louisville, Ky., Credit Men Conduct Advertising Campaign

The Retail Merchants' Credit Men's Association, Louisville, Ky., has launched a six months' advertising campaign to tell slow-pay customers the advantages of meeting their obligations regularly and promptly. In one advertisement the association states that business is back on a stable footing and that the average customer is entitled to a revision of his credit rating.

This account is being handled by Cossar & Davis, Louisville, Ky.

Heads Women's Advertising Club of Cleveland

Miss Katherine L. Smith has been elected president of the Women's Advertising Club of Cleveland. Miss Smith was formerly trust officer and director of advertising of the United Banking & Savings Company and is at present with McGurdy & Smith, financial advertising, both of Cleveland.

Experimental Campaign Sells Advertiser on Advertising

An experimental advertising campaign was recently conducted in Niagara Falls newspapers by the Niagara Search Light Company of Niagara Falls, N. Y., to acquaint the public with typical uses of its Niagara search lights.

Illustrations and text emphasized that Niagara search lights are useful under varying conditions. One illustration showed an automobile party "spotting" a roadside signboard for traveling directions on a dark night. Another advertisement brought out the value of this flashlight for investigating unusual noises about the house at night. Convenience and safety were the themes of these advertisements.

The experimental campaign has been so successful, both in selling flashlights to the public and securing dealers, that the company will now place a newspaper campaign in about twenty-five other cities. The E. P. Remington Advertising Agency, Buffalo, is directing this campaign.

Philadelphia Packer Will Advertise Canned Foods

The Continental Packing Corporation, Philadelphia, packer of peaches, sweet potatoes, tomatoes, green beans, tomato catsup and chili sauce and other food products, is registering its trade-marked brands with the United States Patent Office. The company operates plants at Collinsville, Altamont and Mt. Vernon, Ill., Macon, Ga., Long Branch, Fla., and Shirley, Ind.

L. J. Shumaker, president, informs PRINTERS' INK that the company is registering its trade-marked brands in preparation for an advertising campaign which it expects to conduct at a later date.

Educational Copy Analyzes Lamb Products

A seasonal appeal, combined with an analysis by diagrams is incorporated in recent national advertising copy of Swift & Company, Chicago, for their various lamb products. The standard lamb cuts are presented in colors, and explanation is made as to the part of the animal from which each cut originates. The copy aims at educating the housewife to use various sections hitherto overlooked or not considered delicacies. The slogan across the top of the advertisement: "Lamb is at its best now," carries the appeal of timeliness.

W. H. Putnam Joins Advertising Features, Inc.

William H. Putnam has been made secretary and treasurer of Advertising Features, Inc., retail advertising, New York. Mr. Putnam was formerly advertising manager of the New York Herald and more recently with the advertising department of the New York American.

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Dummies First!

SUCCESSFUL direct-mail planners treat every page as a picture. They think of every picture as partly paper. They start every direct-mail piece with—a dummy.

That is why the Strathmore agents are growing factors in direct-mail. Each is an expert on using papers "advertisingly". Each is equipped with a Strathmore Sample Cabinet. Out of its wealth of expressive papers, he creates eloquent dummies,—which say dignity, luxury, etc., thru the simple process of being dignified, luxurious.

That saves you money, and gets results. Start your next piece of direct-mail by phoning the nearest Strathmore agent. First—a dummy!

STRATHMORE PAPER CO.
MITTINEAGUE, MASS., U. S. A.

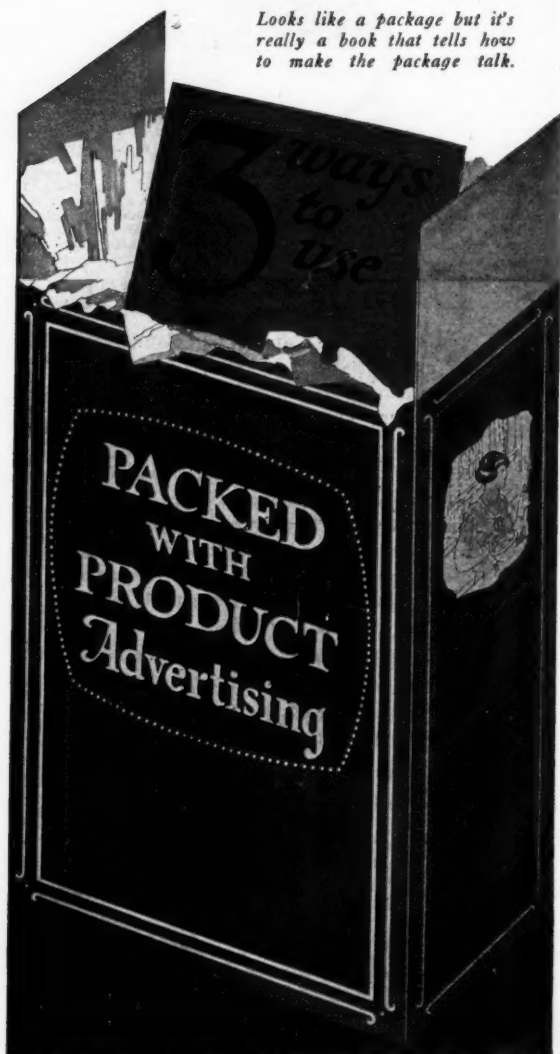
Strathmore

Expressive Papers

are part of the picture



*Looks like a package but it's
really a book that tells how
to make the package talk.*



Is Consumption Per Capita Too Low? —Do You Make a Family of Products?

Makers of package goods who want the public to use more carloads of their product should read our new booklet, "Packed with Product Advertising."

So too should the man who is introducing a new addition to a family of well-regarded articles.

Five million or 50 million packages are a big advertising asset. They should not be "dumb" either on the outside or the inside.

Packed with product advertising can accomplish much that is worth while. It can—

1. Point out advantages to new and old buyers.
2. Show uses and thus increase consumption.
3. Demonstrate the right way to use and prevent complaints.
4. Introduce a new product thru the old-established one.
5. Produce valuable inquiries for booklets from honest-to-goodness buyers.

One insert packed with the product produced 3,000 requests for a recipe book within a week.

Blotters, because of their utility value, make packed with product advertising that is sure of being read and saved. Sometimes they also serve the purpose of absorbing moisture and keeping the contents Okeh.

Send for the book "Packed with Product Advertising." It tells how to make merchandise talk—how to give voices to socks and soap—the way to reach a 100% market.

Standard Paper Mfg. Co., Richmond, Va.

REGISTERED **Standard** TRADE MARK
Blottings
*"More Mental Impressions from
each printing impression"*

Sold by leading paper houses in the U. S. and Canada

IN OLD DOWNTOWN Manhattan, in the midst of the world's greatest skyscrapers, stands a building—at 9 Hanover Street, just off Wall—that remembers back to a time when the skyline of Manhattan presented a very different appearance.

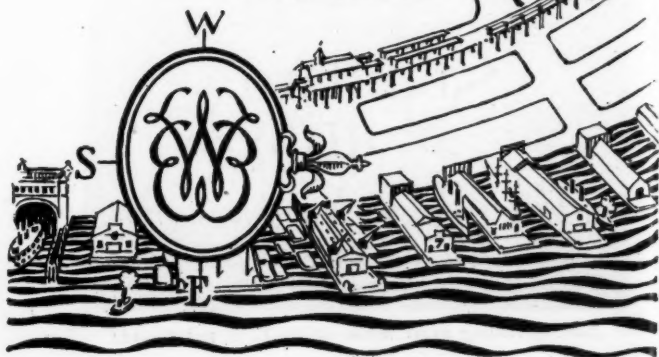
This quaint building is the home of a young advertising agency, one which has not yet passed its seventh birthday.

Beginning with June this agency occupies an entire floor of its modest home in order to give adequate attention to its expanding business.

The advertising possibilities of your business, not the size of your appropriation, are of first importance to us.

EDWIN BIRD WILSON
INCORPORATED

9 Hanover St





Advertising That Puts People's Money to Work

How Customer Ownership of Public Utilities Is Being Achieved with Advertising's Aid

By William H. Hodge

Byllesby Engineering and Management Corporation

CUSTOMER ownership advertising is a newcomer. It did not exist prior to 1914. It has grown rapidly and now represents a very considerable annual expenditure in the newspapers, direct-mail efforts, outdoor advertising, posters, window displays—practically all forms of approved advertising expression.

During the past ten years the utilities of the United States have been demonstrating how they can keep up with national development, render vastly more and better service and at the same time hold down selling costs far below the scale of advance in the prices of commodities, fuel, wages, rents, railway transportation—the whole list of other modern necessities. Many factors have made such a record possible and, for several years, one of the outstanding factors has been customer ownership financing.

The necessity of being monopolies made the utilities unpopular. Radicals advocated municipal or state ownership and operation. State and city regulation came about as an alternative to this departure from American standards. Regulation tempered hostility, but by no means eliminated the hazards of political attack. The problem of public relations became, or rather always has been, problem number one in the public utility business. If the public declines to let you do business or to do business in a way that will yield a reasonable profit, you simply *cannot* do business in the U. S. A.

These industries deal in service; not merchandise. They do

not build power plants, gas works, and telephone exchanges to sell these things and take a profit. Their expensive equipments are for the purpose of rendering service as cheaply and as efficiently as possible. A dollar of invested capital in the electric light and power business is turned over but once in five years. This means that a large proportion of the total cost of service must consist of capital charges—interest, dividends, depreciation, taxes.

CAPITAL REQUIREMENTS OF PUBLIC UTILITIES FOR THIS YEAR

In 1923 the electric light and power industry will invest \$602,000,000 for new construction. The requirements of the three other utility groups will probably bring the new capital requirements of the four up to \$1,200,000,000 for the year. This will call for an equity, or stock investment of from \$300,000,000 to \$400,000,000. The needed equity investment for years has been far too great to be secured from additional subscriptions by the previously existing stockholders.

In 1914 a large utility organization decided to turn to its customers—the citizens supplied with utility services—for the needed equity investment funds. This company went direct to the people, in a broad and systematic way, employing no banking intermediary. Investments in small amounts were solicited. Easy payment terms were offered. The efforts were rewarded with success.

It worked so well that at present a considerable and growing number of companies, including the very largest, sell their stock direct to the public with ever-increasing good results.

Today not far from 2,000,000

From an address before the Public Utilities Advertising Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

Americans, including both stock- and bondholders, have a direct financial interest in one or more of their utility companies. It is believed that at least 350,000 citizens will be added to this number as stockholders during the present year.

In the electric light and power industry it is estimated that \$175,000,000 was raised for construction purposes by customer ownership financing in 1922 and that the figure for 1923 will reach \$250,000,000. One prominent group of electric and gas companies has obtained 40 per cent of new construction capital by customer ownership financing during the past eight years. Several large utility companies now have more than 50,000 shareholders each. The telephone industry is said to enjoy a shareholders list aggregating upward of a half million. During the present year it is thought that from \$300,000,000 to \$400,000,000 will be realized by the entire group of utility industries from customer ownership financing. For each dollar of equity or junior financing accomplished it is possible ordinarily to raise two dollars by bond, or major financing. Equity financing is the key.

If one out of every ten or twelve families in a community owns stock in a utility company serving them it is pretty safe to say that the company will not be unfairly treated by governmental bodies. A percentage of the population always holds the balance of voting power in electing men to public office. No politician can successfully antagonize a considerable number of voters, in every walk of life, who have hard-earned money invested and look forward to receiving substantial cash dividends every three months. If a utility becomes arrogant and hoggish, its customer-shareholders will not save it from being properly penalized. It is bound to pay for its foolishness, but for the utility that plays the game squarely, its home shareholders are a perfect defense against *unfair* attacks.

Advertising is inseparable from the development of customer

ownership. The first thing customer ownership tries to do is to reach and interest the people; not the capitalist and the investor of considerable sums, but the workers—the earners of salaries and wages, the small merchant, the professional classes, the retired person of modest means—in brief, the great majority.

The average sale to customer shareholders, considering both cash and partial-payment transactions, is about seven shares, or \$700. This is far less than the average sale of an investment banking house dealing in investment securities.

Customer ownership advertising has greatly increased the amount spent annually for advertising by many companies. To illustrate, the following classified expenditures of a considerable group of utility properties which made gross sales of \$10,600,000, par value, of stock in 1922 are given.

These properties, which are widely scattered, and serve something like two and one-fourth million people, spent last year about \$230,000 in all kinds of advertising (not including booklets and similar literature):

<i>For newspaper space:</i>			
Securities (customer ownership)	\$87,730		
Commercial (service and appliances)	71,619		
Good-Will Building	18,528		
Regarding changes in rates	2,422	\$180,299	
<i>For other kinds of advertising:</i>			
Direct mail (securities)	\$40,101		
Direct mail (commercial)	2,565		
Painted Bulletin Boards and Posters	6,100		
Window Display	1,050		
Moving Pictures	350		
Street Cars	150	50,316	
			\$230,615

Of this total the following was on account of customer ownership expenditures:

Newspaper Space	\$87,730
Direct mail	40,101
Painted Bulletin Boards and Posters	6,100
Window Display	500
	\$134,431

From these figures it appears that 58 per cent of the total advertising bill for the year went for customer ownership financing.

Based on the sale of \$10,600,000 par value of stock, it would mean advertising expenses of $1\frac{1}{4}$ per cent or \$1.26 per share. The general results can be said to be highly satisfactory, as in all respects these companies enjoyed the best year in their history.

The advertising expenditures of the group of companies in question were something greater than six-tenths of one per cent of the annual gross earnings. Without customer ownership advertising they would have been less than one-half of this seemingly small percentage.

Six-tenths of one per cent of the gross may seem small when compared with the amounts spent for advertising merchandise, but in reality it is not, because the basis of capital turnover is not the same. If these utilities turned their capital five times a year, instead of once in five years, clearing a profit each time, a fair comparison of the advertising percentage could be made. Multiply six-tenths of one per cent by five and you have 3 per cent, or the figure which might possibly be used for comparison with the advertising percentages of mercantile and manufacturing enterprises.

Other utility organizations spent less and others more, in proportion to their size, for customer ownership advertising in 1922. It is not possible to obtain even an estimate of the total figures, but it may have exceeded \$2,500,000. The expenditure saved the utilities much more than this amount in the cost of financing, enabled them to take on large amounts of new business and serve large numbers of additional customers, and was a primary means of adding several hundred thousand shareholders to their lists of customer partners.

A utility company in healthy condition is not gagged by any "these statistics are obtained from sources which we believe to be reliable, but are not guaranteed" tommyrot. It should know that its statements about itself are true. It has the right, in describing its own securities, to say

what it honestly believes about them, the safety of principal and yield and their marketability, in plain and enthusiastic language. It can go as far as it likes in telling the world about itself as long as it sticks to the truth.

So customer ownership advertising soon aimed at the following objects:

Sell the *company*, rather than the security issued.

Sell the idea of what the investor receives.

Sell the *thrift idea* and partial payment investing.

Sell the advantages of *investing at home*.

Sell the principles of *safety* and *dependable return*.

Sell the fundamentals of *utility operation and financing*.

Sell the thought of *making inquiry* of the company.

Here are comparative results of formal financial advertising announcements and effective customer ownership advertisements—the kind of copy that was used to launch customer ownership in 1914 and the kind used in 1919. In 1914 formal advertising in conjunction with direct mail produced about 200 inquiries leading to the sale of something like \$200,000 of stock over a period of six months in a city of about 400,000. Five years later, in a city of 250,000, copy that did not contain a single numeral, price, yield or dollar mark (with direct-mail announcements equally vague) produced over 2,000 inquiries in thirty days, the immediate sale of more stock than it required six months to dispose of in the larger city, and later on much larger amounts.

Photographs, drawings, maps, charts—all are useful at different times in customer ownership copy. Simple diction, sincerity, frankness and the presentation of definite facts and truths—these make this kind of advertising interesting and compelling.

The critics of financial and customer ownership advertising, whose experience has been in commercial advertising lines—those who "see no difference in advertising an investment security from advertising anything else," are unsafe guides. They forget

that a commodity or manufactured article can be seen, demonstrated, sampled, and that a bond or stock certificate is a piece of paper. The buyer must rely on mental processes solely in making his decision regarding an investment, unaided by his five physical senses. When he acts it is because of a single basic motive—confidence. And investment confidence is something arduously and painstakingly won, but which can be quickly destroyed.

If you announce a reduction of 25 per cent in the established price of a standardized, well-known product, you may have to call the police to keep your prospective buyers in order. On the other hand, if you were to announce a well-known, highly-thought-of investment security at 75 per cent of its prevailing normal market price, you might have to call the police to handle the crowds of shareholders assembled to find out what had happened to their investment, and anxious to sell out before another price break occurred.

Customer ownership advertising has brought out of non-productive idleness a great deal of money, hidden under carpets, in old tin cans and buried in back yards. There are instances that seem without number which could be cited. As much as \$7,000 in small denomination bank notes has been carried into a utility company's office and invested in the company's stock by an individual who trusted not banks, lawyers, courts nor U. S. Government bonds. Many believe that customer ownership advertising has put more hoarded gold and greenbacks into useful investment than any other corporate or financial publicity of recent years.

Curiously enough, the amount needed by the electric light and power industry for new construction in 1923 and the amount gobbled up by fake stock swindlers in 1922, as estimated by the Associated Advertising Clubs of the World, are not far apart—\$600,000,000. The enormous contributions to the get-rich-quick

vampires are enough in themselves to more than provide the annual equity financing requirements of all the utility divisions. Customer ownership advertising is steadily getting more and more of this money into useful, dividend-paying enterprises, and as it grows in volume will make the operations of the swindler increasingly difficult.

Advertising that keeps the people's money intact; that puts it to work providing additional public services needed for community and industrial expansion and for the comfort and economy of families; that causes people to learn how to save and wisely invest, and that makes it possible to distribute dividends at home among those of small means is, I am sure, a kind of advertising that we can point to and say that its influence is altogether good.

High School Students Use Newspaper Advertising

There are 6,000 boys and girls in the West Philadelphia High School. They have no athletic field. This fact was brought to the attention of the people of West Philadelphia, a section of Philadelphia, in half-page newspaper advertising by the students. The copy appealed to local pride and asked for contributions for the building of an athletic field.

A large "W" white on a gray background, led off the copy which requested that the reader cut out the "W" and display it in his window. Then within the next few days, the copy read, a West Philadelphia High School boy or girl would call and explain how the willing can help. In other words, the copy sold the desire and willingness to help, and the boys and girls closed the "sale."

New Account for Tolins Company

The Tolins Company, Philadelphia, advertising agency, has been appointed to handle the advertising of the Futrell Coupler Company, Streator, Ill. Business papers will be used together with direct-mail advertising.

New York Office for Highway Lighthouse Company

The Highway Lighthouse Company, a division of the American Gas Accumulator Company, Elizabeth, N. J., has opened a new sales office at New York. This office will be under the management of Val A. Schmitz.



Plain, Common Sense in Advertising

Here is a good test for advertising copy. If your salesmen were to talk in the language of your advertisements would they make *sales* or make themselves *ridiculous*?

Cleverness, "fine writing," can so easily be overdone!

Good advertising talks sense—plain, straight-from-the-shoulder common sense.

The greatest advertising copy writers today are masters of simple English. They tell the advertising story in a way that *strikes home*.

That is the very *essence* of cleverness!

**JOHNSON, READ
& COMPANY**
INCORPORATED
Advertising

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies



Advertising
Well Directed

CAMPBELL~EWALD

DETROIT

CHICAGO

ADVERTISING to be well directed, must be based upon accurate knowledge of these fundamentals—

- the size, location and possibilities of your market;
- whether your product meets the quality and price requirements of that market;
- whether your selling and distributing organization is adequate and competent;
- what percentage of business you can reasonably expect that market to yield you.

The Campbell-Ewald Company believes that careful consideration of these fundamental facts must be the starting point if your advertising is to achieve the greatest results.

In future announcements we will tell you how and why our personnel and facilities, our twelve years' experience and our methods of operation have insured advertising well directed for Campbell-Ewald clients.

As a business executive, you should find our story of interest. It may offer a solution of your own advertising problems.

COMPANY *Advertising*

NEW YORK

TORONTO

SIoux CITY

IS *First in Iowa*

Sioux City markets more goods than any other Iowa city.

Although the population of Sioux City proper is 80,000, over 400,000 people live within 100 miles radius.

This field is entered daily **ONLY** by Sioux City Newspapers.

The Tribune gives advertisers dominant evening circulation in an evening field, and constructive merchandising assistance.

A. B. C. Auditors now checking circulation—results will be interesting.

THE SIOUX CITY TRIBUNE

"More than a Newspaper"

Represented in the National Field by

WILLIAMS, LAWRENCE & CRESMER COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

In Sioux City It's the Territory

Building Popular Confidence in Advertising

An Obligation of Advertising Agencies to Themselves, Their Clients and the Public

By John Benson

President of the American Association of Advertising Agencies

TO advertising, advertising agencies owe an all-embracing obligation. We must make it live, and to do so we must make it pay. Unless advertising continues to be an efficient arm of commerce, it will cease. It is our duty to make every advertising appropriation which comes into our hands a profitable investment to the advertiser, and it is our duty to make and keep advertising channels resultful. The one really depends upon the other. We cannot serve our clients without at the same time benefiting the publisher. In making advertising pay we are safeguarding the publisher's market for white space. We do not serve two masters; we serve the common interest of two masters in reducing the hazard of advertising.

Toward that end we should bend every resource, by building up popular confidence in advertising; by securing dealer co-operation with it; by doing a good job.

How can we build up popular confidence in advertising? By promoting only that which is meritorious, and by keeping copy true and sincere.

Agents do not get credit for the conscience they exercise in declining propositions which are not in the interest of the consumer. Time and again a fat appropriation is turned down because its use is not constructive. The proposition may be honest enough in itself, but its promotion would tend to lower respect for advertising. In this connection, I am not considering out and out

frauds; few agents would touch them. Fraud is not so grave a danger; it is readily spotted and can be punished. The Vigilance Committee of the Associated Advertising Clubs of the World will see to that. I am thinking of the things whose benefit to the consumer is in doubt.

The question of sincere copy is more difficult to handle. Opinion is so large a factor. One man regards as true what another might question. What we are concerned about is the spirit of the copy and the impression it would be likely to make. It is the evidently superficial which hurts. Sweeping statements, for instance, may be morally harmless, but they do not inspire confidence; advertising should help the consumer form a fair judgment; it should be as specific as possible, give the reader something for his pains.

I do not think you can expect advertising to be judicial minded; it is accepted as a special plea; privileged to put its best foot forward and not to expose the weaknesses in a product or service. The time may come when it will become judicial and state frankly the limitations, as is being done now in some mail-order catalogues. The effect is fine; it stamps the advertisement as sincere to the core and to be relied on implicitly.

There is a new and subtle form of plausibility creeping into advertising, especially of foods and of toilet preparations, for which advertising agents are responsible. Tooth paste, soap, face creams, are familiar examples of a tendency to build advertising argument upon pseudo science. This unquestionably is effective for a while in gaining public con-

From an address before the American Association of Advertising Agencies at the Atlantic City Convention of the Associated Advertising Clubs of the World.

fidence, but in the end it reacts and advertising suffers. It is bad because it is a desecration. Science is a domain of truth; the very essence of it. To misuse it in advertising is especially to be avoided.

The American Association of Advertising Agencies has appointed a committee on unfair copy, to deal with this danger and co-operate with publishers in censoring and eliminating it.

There is still a feeling on the part of many people that advertising, however honest, is more plausible than true. This feeling we agents should strive to improve. We should strive to make all classes of people depend to a much greater extent upon advertising; look to it for information; use it as a buying guide. That would serve to reduce both advertising and selling cost. The more people know about merchandise, the more readily they buy it to suit their needs. They thus take the initiative. That would take a big load from selling effort.

Another important task for advertising agents is to get the co-operation of distributors in support of advertising. If there is friction or resistance there, the cost of advertising goes up; it takes more volume and impulse to accomplish a given end. In this respect many mistakes have been made, both by the successful and the unsuccessful advertiser.

Agents should see to it that a resale program is developed in every campaign which will help move the goods from the shelves of the retailer. He is not interested in advertising per se. He has seen too many failures or half failures; and he has seen some insincerity also on the part of advertisers who promise big things and then forget them.

How to help the dealer and the wholesaler move merchandise without involving the advertiser in too much expense is often a nice problem, requiring patient study. The obvious ways are not always the effective ways. Some originality is needed.

As a counselor of the advertiser, the agent has a respon-

sibility in securing fair play for the jobber and the dealer. Advertised goods do not require the margins necessary to sell the unbranded; but they should be large enough to take care of overhead and a reasonable profit. The mistake is sometimes made of squeezing the dealer after a popular demand has been created and he cannot avoid carrying the goods. That is shortsighted. It tends to kill the goose which lays the golden eggs. No policy is sound which does not pay for service rendered. If the dealer and jobber do nothing else but serve as a convenience, they should be compensated adequately for that.

The agent should also insist upon the advertiser carrying out his promises to the trade, in respect to advertising. If the distributor stocks merchandise on the strength of future advertising, that pledge should be redeemed to the letter. Failure to do so undermines dealer co-operation for everybody else. It is an offense against advertising.

McGraw-Hill Company Buys "Electrical Retailing"

Electrical Retailing, published by the Rodger Publishing Company, Chicago, has been purchased by the McGraw-Hill Company, Inc., New York. The publication will be considered an extension of *Electrical Merchandising*, covering the field of non-electrical dealers handling electrical appliances. It will be continued under its present name, form, character and personnel at Chicago and will have a paid list of subscribers.

Heads Sioux Falls Club

Dean Wilde was elected president of the Advertising Club of Sioux Falls, S. D., at its annual meeting. Mr. Wilde is publisher of the *Sioux Falls Commercial News and American Farm Equipment*.

Earl F. Paxson, John Morrell & Company, was named vice-president; H. W. Hussey, *Sioux Falls Press*, treasurer, and Miss Harriet E. Folds, John W. Tuthill Lumber Co., secretary.

The Prudence Company Appoints O. H. Keller

O. H. Keller has been appointed advertising manager of The Prudence Company, Inc., New York investment house.

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18th Floor

The Patterson-Andress Company Inc.

ADVERTISING
AGENCY

1 MADISON AVENUE
NEW YORK

Making Merchandise Managers of Shoppers

R. H. Macy & Company, after Co-operative Research Investigation, Prepare a System of Modern Apparel Budgets to Assist Customers in Keeping Their Purchases in Line with Incomes

IS the budget system a real factor in family spending or is it merely a theory which is often discussed but which never gets much beyond the resolution to adopt it? Can women, who control the finances of the home, be influenced to consider modern methods and apply them to their purchasing? Can they be educated in the principles of scientific merchandising?

R. H. Macy & Company, New York department store, believe that they can and that the mysteries of the budget system can be taught them if the mystery is taken out of it. This company also believes that because of the influential position which the department store occupies in a community it can render a definite service in helping to broadcast budget information.

How much should a woman spend on clothes? is the question which Macy has attempted to answer. And to answer it in a way that would be of practical benefit to the shopper, and to work out a plan for dividing up clothing expenditures so as to meet the needs of the average woman, the company has made an extended investigation based on the accumulated experience of thousands of shoppers. It studied the relation of family income to apparel expenditure, tabulated the results, and then prepared model apparel budgets for women with varying degrees of income. This investigation was conducted under the direction of Oswald W. Knauth, formerly secretary of the National Bureau of Economic Research. The reports of a number of State and federal bureaus and the results of surveys made by the National Consumers' League, the

Bureau of Municipal Research of New York and the Bureau of Applied Economics at Washington, were studied. The co-operation of the National Association of Mutual Savings Banks was also secured in the work.

A booklet containing this apparel information, together with marking budgets on which shoppers can plan their purchases, has been prepared for distribution to the public without charge and notices concerning it have appeared in the company's newspaper advertising.

Two classes of women were selected as a basis for the Macy investigation—the wife in an average family of five and the unmarried business woman paying all her own expenses. Many budgets, covering a large number of families, were studied to learn what part of their income these two classes of women actually spend for clothing. The budget advice suggests how the amount available for each income class could be divided among the various items of apparel to best advantage.

One hundred dollars a year is about as little as any woman can spend on clothing, it was found, while the minimum amount on which a woman can maintain a smart appearance is placed at \$200. The incomes mentioned range from \$520 a year to \$6,000 for the business woman and from \$2,000 to \$25,000 for her married sister. Opposite each income figure is given the amount which can be spent for clothing. Separate budgets have been worked out showing exactly how these amounts can be spent in order to secure a complete wardrobe within the limit given.

Macy believes that the education of women in the fundamentals of proper retail buying will not only be of benefit to the individual but to stores as well. Just as a retail business progresses financially under a sound merchandising policy so would the individual, and such progress would mean a steady increase in purchasing power.

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At last! Bond paper envelopes that really stick!

NOW—to-day—for almost the first time in the history of paper you can get bond envelopes that are guaranteed to stick.

Think what this means! A saving of time in your mailing department—no lost enclosures because the envelope happened to come open in the mail—better looking correspondence.

Now that you can get bond envelopes that are guaranteed to stick, you can also match your letterheads perfectly. No longer are you forced to the doubtful expedient of using one kind of paper for the sheets, and a different kind for the envelopes.

Make it a point to get samples of Danish Bond paper and envelopes from your regular printer, stationer or lithographer the next time you order printing. The quality is high—the price is reasonable.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

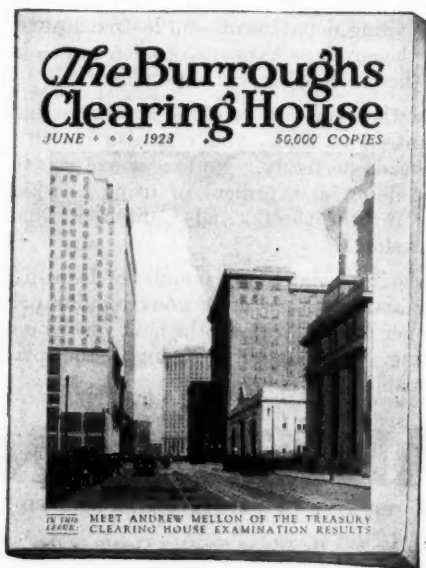
Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

The Burroughs Clearing House



THE ONLY publication
reaching every bank in the
United States and Canada.

Ask Your Banker—or any other banker—whether he reads Burroughs Clearing House.

Ask him, too, how many others in his bank read his copy after he is through with it.

That will convince you that Burroughs Clearing House is read by at least one executive in every bank and trust company in the United States and Canada.

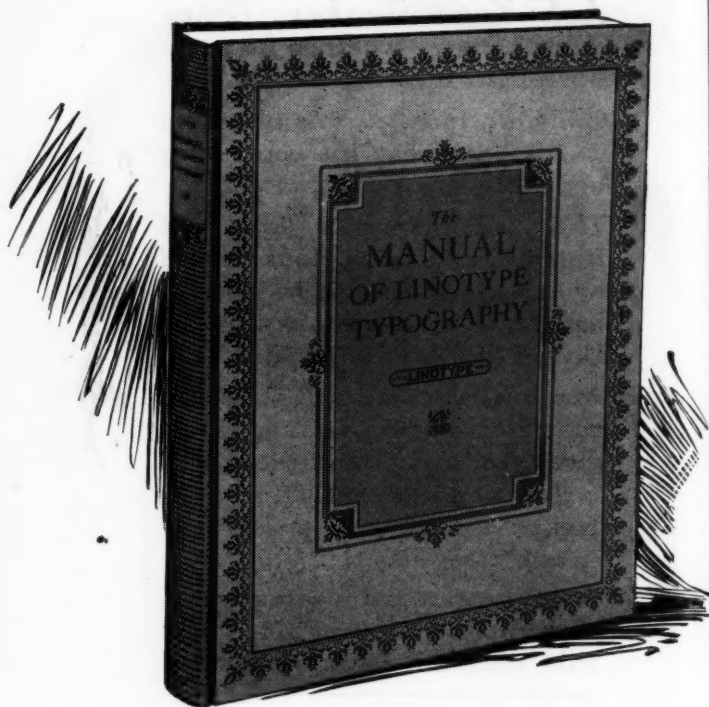
And our rate card will show you that Burroughs Clearing House gives you this "bank executive" circulation under \$5.00 per page per thousand—the lowest rate in the bank field.

Write for rate card, sample copy or complete information about this unusual bank magazine.

Edited by Burroughs and printed by Burroughs but it doesn't discuss Burroughs. Devoted solely to banking.

THE BURROUGHS PUBLICATIONS

Published by the
Burroughs Adding Machine Company, Detroit, Mich.



THE MANUAL OF LINOTYPE TYPOGRAPHY

A BOOK of practical working examples in which the printer can find inspiration and guidance for the correct composition of any job that may come into the shop. Its 272 pages (size $9\frac{1}{4} \times 12\frac{1}{2}$) are filled with specimens that tell how by showing how, and each specimen is accompanied by a brief note of explanation

and comment. The MANUAL is the result of more than seven years' work on the part of William Dana Orcutt of the Plimpton Press, in collaboration with E. E. Bartlett, President of the Bartlett Orr Press and Director of Linotype Typography. It sells for \$10 a copy. A folder of specimen pages will be sent on request.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

Letters That Read as a Salesman Talks

The Letter That Uses the Salesman's Method of Approach and Presentation Is Usually Productive

By Henry Burwen

A VARNISH firm had got out a new product for straw hat manufacturers. Having no regular advertising man, an office assistant was given the job of getting up a circular letter, which was sent out to a list of some 200 manufacturers. Only four replies were received.

The letter was of a type we commonly see; it told of the most wonderful product on earth, it was the best, the most flexible, the most durable of any varnish made for use on straw hats and the manufacturer who failed to take this opportunity to order a sample gallon was passing up the opportunity of a lifetime.

Results, as I have remarked, were nothing startling. They figured 2 per cent, which is a good return for some kinds of mailing, but certainly not for announcement of a brand new product having exclusive qualities. Generally advertising connected with a proposition of this sort will bring a much larger percentage of return.

The company's limited sales force at this time was busily engaged on other work and did not have time to go out soliciting business from these hat manufacturers. The company was anxious to start something by mail. One of the *salesmen* then undertook to write another letter. He made no claims to being a letter writer; but he was a salesman of considerable experience and the kind of salesman who are becoming more and more common—who sell by means of a restrained enthusiasm, whose statements and arguments are well within the bounds of credibility. It may sound surprising, but his letter actually brought replies from 40 per cent of the list. Here it is:

If the varnish on the enclosed sample of straw is more flexible or less easily

marred than all other varnishes that have come to your attention, is there not some way that ——— may be given a chance to sell itself to you? The reports received from the hat manufacturers in our vicinity, who have worked with us in perfecting this flexible varnish, have been so favorable that our first impulse was to send one gallon to every straw hat manufacturer in the country. This we would have done if we were not aware that a sample of goods unsolicited receives, and perhaps deserves, little consideration.

Sending the enclosed strip of finished straw should eliminate the inconvenience to you of following through the factory a sample can of the varnish, as you may readily observe from this enclosure that we can back up our claim that ——— produces a more flexible and durable finish on straw than any other varnish on the market.

The purpose of this letter is not to sell you varnish but to sell you sufficient interest in ——— that you may feel free to advise us what quantity of Black or Clear you may need to finish a few racks of hats. Then you will be interested to know that this varnish is obtainable in either the Black or Clear at \$—— per gallon.

As we are trying to interest you in something entirely different from what you are using, won't you kindly cooperate with us?

This letter reads just about as the salesman talks. Its author had the selling perspective—in writing he was imagining himself seated at the prospect's desk. Furthermore, the letter betrays a knowledge of hat manufacturing which is likely to engage interest, in the two statements that "a sample of goods unsolicited receives, and perhaps deserves, little consideration," and that "sending the enclosed strip of finished straw should eliminate the inconvenience to you of following through the factory a sample can."

It certainly shows what a tremendous difference there can be in results from different styles. Between the letter first sent out by this varnish firm and the letter which brought 40 per cent replies there was not so much difference in what was actually said

—it was rather a difference in the manner of saying it.

There may be as much difference in the pulling power of letters as there is in the selling power of salesmen. One man goes out with a good proposition, covers his territory and comes home without a single sale. Another man going out with the same proposition and the same territory comes home loaded with orders.

The same holds true of letters. I have seen a single postcard produce twelve times as much business as a series of four elaborately written letters, on the same proposition and the same list; and the main difference was that the postcard talked the way a salesman talked—it had a brief, sincere and restrained message that was convincing, while the series of letters was over-enthusiastic—the bombastic type, which neither told the truth, although there was no intent on the part of the writer to depart from it, nor got down even the tiniest fraction of an inch beneath the turtle shell of the prospect's consciousness.

AN OLD-TIME GENERAL HIT-OR-MISS LETTER

The other day I received a letter from an employment agency. It started out by stating that success in business was the result of hiring office help that didn't waste time but dug right in and produced the work; it then asserted that those who hired the other kind were headed for the sure rocks of destruction; and concluded by stating that this particular agency furnished only the sure-fire kind! The author of that letter, who I suspect was the head of the agency in question, would never have handed out that kind of talk to a prospect personally. If this were merely an isolated case it would mean nothing, but that type of letter is typical of a great many that still exist in business. It is doubtless a hang-over from the early days of advertising when any kind of letter would produce results and salesmanship was still in the "knock-

'em-down" phase of its existence. Conceptions of salesmanship have changed of late; and a similar change has been taking place in letter writing. There are, however, a great many left of the kind that remind one of the ballyhoo artist in front of the circus side show, and that depict a proposition about as faithfully as the amazing pictures over the side-show tent.

There is an old saying: "It's not so much what you do or say that counts as how you do or say it; for pray, what would the egg amount to if the hen got on the perch to lay it!" Letter writers should avoid the perch when they get ready for self-expression in letters.

The following is a letter sent out by a company selling a building report service. It is one of a series of follow-ups that brings this firm results. If we were to eliminate the address "Gentlemen" and change slightly the wording of the second paragraph, it could pass as a selling talk for the salesman as well as for a letter:

Gentlemen:

What is the name of the man in your organization responsible for getting new furniture accounts?

You'll be doing us a favor if you mark this for his attention and pass it along. And you may be doing him a favor, too!

Anything is especially worth while nowadays that increases sales volume or decreases sales costs; that eliminates some of the unproductive waste effort of your salesmen or your printed sales helps; that will keep them going to live prospects—those who are ready to buy now.

It is prospects such as the attached that have produced expressions from subscribers like those on the colored sheet. If our report service will produce profitable new accounts for concerns such as those mentioned, we feel it not unlikely that they will do as much for you.

Some 8,000 trained, reliable and alert correspondents are in the field (an average of 175 in each State) compiling reports on the businesses in their communities. Through these men we are able to furnish you annually hundreds of prospects in your line who are in the market for opening stocks and new equipment and other items. And through these reports your salesmen and follow-up material can solicit their business most opportunely.

The burden of proof is on us. We seek to waste neither your time nor our own. It is our contention that we can

be of service to you. And we would like to have our representative call and explain how you can secure many new accounts at a very, very low cost.

Sign the enclosed card and have it mailed us. You will be under no obligation of any kind. The card is government stamped—mail it now.

The letter begins exactly like the salesman at the information window—it starts out, "What is the name of the man in your organization responsible for getting new furniture accounts?" And there is the same personal touch—the words "furniture account" come on the second line and are filled in. The second paragraph is the equivalent of the salesman asking to be put in touch with this man. Then in plain sales language a statement of the prospect's problem and how the proposition in question can help. In the final part of the letter the flavor of the salesman's canvass is especially strong. "The burden of proof is on us." According to some rules, this is incorrect psychology, for it puts negative thoughts into the prospect's mind, the assumption being that with the evidence presented there ought to be no doubt about the prospect being convinced. But they admit, just as a salesman would, that of course the buyer will be skeptical. "We seek neither to waste your time nor our own." That again is a salesman's expression. Every salesman quickly learns that a suggestion in his approach that he will be very brief will in nine cases out of ten secure the interview which the prospect is about to refuse.

I don't know whether the man who wrote that letter was a salesman or not, but it is probable that a guess that he had had selling experience would not be far wrong.

Of course, salesmen don't always make the best letter writers. More often than not the opposite is true. At one time a certain firm, planning a direct-mail advertising campaign in support of its salesmen's efforts, called upon the salesmen to send in suggested letters of their own, both with the idea of winning their interest in the campaign and actually getting

some good ideas. Some of the letters submitted by experienced, successful salesmen, would make one think he was visiting a first grade primary school session and listening to a recitation of, "I see the cat; the cat runs; do you see the cat run?" Nevertheless, interspersed were paragraphs in the salesmen's lingo, and in many cases the salesmen picked out as the point of their attack the resistances which they found hardest to overcome and thereby provided a hint in working out the campaign.

There is something worth thinking about in the thoughts suggested by these letters, of taking the salesman's selling talk and putting it into the letter. Certainly, the letter is nothing more nor less than a salesman; and while the parallel cannot be carried through exactly, due to differences in the medium through which they talk, the same arguments and the same style that influence the prospect from the human salesman will certainly be resultful with the paper salesman. In the following letter sent out by the Dennison Manufacturing Company to restaurants, which proved very successful, one might almost imagine the text to be lifted from a salesman's manual:

The service you give to the folks you serve counts almost as much as the quality of the food they buy. This is a vitally important fact and is well known by successful managers of representative lunchrooms, grills, and hotels throughout the country.

The nearer you can come to the best substitute for real home service, the more certain you are to please your patrons. I think you will agree that this is sound logic.

One of the most "homey" features, and a feature that appeals to most people with tremendous strength, is the napkin service. Linen is tremendously expensive, of course; keeping it fresh, clean and crisp is costly also. It is bothersome, too, to keep a check on it, because the pieces are so easily lost, misplaced, or simply missing.

We have produced such an excellent substitute for linen, however, that I wanted to show you some samples of our work. You will find them enclosed. Note the heavy texture and almost cloth-like feel of these napkins. Even the hemstitched border carries out the linen napkin effect. There is no tissuey crackle—nothing to carry a flavor of cheapness or parsimonious economy.

There is ample size and body to these napkins to justify their being used in place of linen. They are being used in some of the very best hotels and restaurants in the country.

These napkins would be excellent for your service. They would improve it 100 per cent and still be much cheaper than linen. We could easily emboss on them the words "Vincent's Tea Room" or give you an artistic design, if you wish it. This would give the napkins an added touch of refinement. We have die-printed many of these napkins for successful grills and tea houses. The same could be easily done for you if you prefer die-printing to the embossed or plain napkins.

The idea of a paper napkin is, of course, to save expense. If you can do this and at the same time carry the impression of a high-grade service which is not seeking for picaune economies, then your service is bound to please the class of trade from which you can secure the best and most dependable business.

Why not adopt these napkins for your various restaurants? We can make the price right if you will let us know the quantity you could use and whether or not you wish them plain, embossed, or printed.

Send for some more samples. If you can make a quick decision, we will help you every way in our power to make these new napkins one of the best business features that you have yet adopted.

This letter produced a satisfactory volume of actual orders, which fact is certainly a strong point in favor of its style.

Other kinds of letters may produce results—they often do. But the style which presents a proposition in the way a salesman talks is probably less of a gamble. Of course we mean the real modern salesman, who neither begs for the order as a favor nor uses a trombone through which to talk; the sincere salesman who has plenty of enthusiasm but doesn't let it run wild; the common-sense salesman whose arguments are logical and whose statements are believable. The letter that talks like a salesman of that kind is quite apt to rise higher than the standard deadline of 2 per cent.

Motor Account for Nichols-Moore Agency

The Bessemer-American Motors Corporation, which is a consolidation of the Bessemer Motor Truck Company, Grove City, Pa., and the American Motors Corporation, Plainfield, N. J., has placed its advertising account with The Nichols-Moore Company, Cleveland, advertising agency.

"Eureka!" Says Reader of "Does Advertising Take the Place of Salesmen?"

THE MODERN GROCER

CHICAGO, May 26, 1923.

Editor of PRINTERS' INK:

Eureka!

The writer, not being an authority on the parlance of our classical progenitors, has, however, accepted the generally conceded interpretation of the expression which opens this letter (I have found it), and refers to your article "Does Advertising Take the Place of Salesmen?" in the issue of May 24.

Confidentially, I have been waiting for PRINTERS' INK to sponsor in the way it now has the sound reasoning which underlies the article under discussion.

As a trade paper, *The Modern Grocer* is glad to be reinforced in its promulgations which have attempted to purport for years the reasons why dealer advertising can greatly help salesmen, and really do the work of salesmen for those concerns which are without "Knights of the Grip."

Every trade paper in the country should welcome this article. Even though we have been citing similar data to that covered by Messrs. Murphy and MacLean you may well take pride in the knowledge that confirmation by PRINTERS' INK adds considerable weight to a publication's endeavors.

We might say that this article is but one of the countless gems of business aids which have appeared in PRINTERS' INK.

THE MODERN GROCER,

L. W. JACOBSEN,
Advertising Manager.

New Anti-Moth Product Introduced

The Clement-Hallows Company, technical and waterproofing paints, New York, is placing a new anti-moth product on the market known as "Cedar Cote." It is advertised as the concentrated essence of cedar oils in cake form, to be rubbed or shavings of it placed, wherever protection is necessary from moths.

A newspaper campaign in Newark on Cedar Cote is being tried out preliminary to more extensive promotion in New York territory next season. The account is being handled by Creske-Everett, Inc., New York advertising agency.

Railroad Advertises to the Golfer

The Lackawanna Railroad, in recent copy, used the lure of golf to have vacationists consider the mountain resorts on its lines. Across a double-column advertisement was the word "Golf", and an attractive girl swinging a club in an inset. The text played up the railroad's territory as a golfing country, gave the names of the resorts, and offered a free booklet of hotels.

ROCHESTER AND NORTHWESTERN NEW YORK comprise one of the richest advertising fields in the world. The Genesee river valley is famous for the richness of its soil and the wealth and diversity of its crops. The farmers are rich and prosperous.

The Rochester Democrat & Chronicle

covers Rochester and the rich surrounding territory, with home delivered circulation like a blanket.

The Democrat & Chronicle carries over 4,000,000 lines of paid "Want" advertising yearly (Note: A recent Sunday issue carried over 140 columns of classified) entirely unsolicited.

Perhaps the leadership of The Democrat & Chronicle is best proved by the total advertising lineage for the first four months of 1923.

Democrat & Chronicle.....	4,404,831 lines
Second Paper	3,453,500 "

Democrat & Chronicle lead.....	951,331 "
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In Rochester It's The Democrat & Chronicle

Paul Block INC.

Managers National Advertising

New York

Chicago

Boston

Detroit



You don't know what you're missing

If you haven't a good binocular, you're missing something.

Along the road, as you tour, are many interesting scenes and objects that you will only half see unless you have a binocular.

Voyaging, yachting, hunting, at races and sporting events—a binocular will magnify your enjoyment.

The qualities which a good binocular should possess—wide field of view, great light-gathering power, sharp definition, strong construction—you will find in Carl Zeiss Prism Binoculars.

The advertising of these famous glasses—also of Carl Zeiss Telescopes—is prepared by us for Harold M. Bennett, of New York, United States Agent for Carl Zeiss, Jena.

John O Powers Co

50 E 42nd St New York

Advertising



See 'em before they see you

A tiny speck against the morning sky. Is it game?—Duck?—Geese? Are they going or coming? You get the answer instantly with Carl Zeiss Prism Binoculars.

CARL ZEISS Prism Binoculars

enable you to see the game before it sees you. You're all ready for them—long before you could have distinguished details with the naked eye.

Features and improvements found in no other make give Carl Zeiss Prism Binoculars a larger field of view, sharper definition and greater illumination than ordinary glasses or non-prismatic binoculars.

The 8-power Deltrintem model, so popular with sportsmen, has a wider field of view (8.750) than any other 8 x 30 binocular.

20 models, with magnifications of 3 to 18 diameters, include types for every purpose:

Hunting	Sporting events
Touring	Nature study
Exploration	Yachting, etc.

At leading sporting-goods stores, camera-dealers and opticians. Write us for catalog.

HAROLD M. BENNETT, U. S. Agent
153 West 23d Street New York

General Distributing Agents for Canada:
THE HUGHES OWENS CO., LTD.
Montreal, Toronto, Winnipeg, Ottawa



Front-porch Tours

WITH a Carl Zeiss Telescope you can visually tour the countryside for miles around. Objects of interest and spots of scenic beauty 20 or 30 miles away can be observed as if only a few hundred yards from your home.

You can visually explore inaccessible mountain-tops, valleys, rivers and lakes. The wild life of the forest, impossible to approach, seem to be standing about as if at your feet—unconscious of your observation. At night the wonders of the heavens—valleys of the moon, stars, planets and the occasional comet—can be seen in an endless and fascinating study.

CARL ZEISS Telescopes

urnished in many models for astronomical use and for distant observation at the shore, in the mountain country estates, or wherever desirable to bring "close up" what are extremely distant.

For Carl Zeiss Telescope stating the purpose for which the telescope is wanted.

ZEISS Prism Binoculars

z, touring, exploration, etc. 20 x 80, 25 x 100, etc. with 3 to 18 diameters. leading stores, camera-dealers and Binocular Catalogue.



One of the Outstanding Agencies of America

—a position we have attained during the past ten years because of—

Conscientious Advice—

Telling our clients what they should not do, as well as what they should—avoiding over buying, as well as under buying—and not permitting them to expect advertising to do the impossible.

Correct Choice of Media—

Selecting the medium that will produce the best results without regard to whether it pleases or displeases representatives of any group or faction.

Conservation of Space—

Getting the message over by word and picture in the smallest space possible without loss of attention-getting value.

Putting Ideas Into the Copy—

Avoiding "hatchet-and-saw stuff" by building each ad around an idea.

Supplying an All-Around Agency Service—

Close, personal, executive contact; ideas, enthusiasm; and, above all, *promptness* in service.

***No Account Too Large
No Account Too Small***

We issue a little magazine on advertising and merchandising called "The Adz." Ask to be placed on the mailing list.



The Chambers Agency, Inc.
ADVERTISING **NEW ORLEANS**
---NEW YORK---

Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau
Member Audit Bureau of Circulations

When the Big Market Is Prejudiced Against the Product

How the Hoff-Man Machinery Company Built a Business of \$6,000,000 by Overcoming a Three-fold Prejudice

By James True

THERE are few articles or lines, indeed, which do not meet unreasonable opposition somewhere in their process of merchandising; but in the field of labor-saving devices prejudice almost invariably offers the most serious marketing problem. And with many useful articles in this field it is thought advisable to seek an easier channel of selling, rather than attempt to overcome the resistance of prejudice which exists in logical channels.

For the first nine years of its life the United States Hoff-Man Machinery Corporation neglected its markets of greatest potentiality because of prejudiced opposition. It concentrated its selling effort on developing business in the only field where its machines were welcome, and it made slow progress. A change of management brought with it the determination to break down a three-fold prejudice that existed, and the remarkable progress the company has since made demonstrates the prejudiced market may be the most profitable market, and that no matter how strong an unreasonable opposition may appear to be, it can be explained away.

Eight years ago, when Eugene D. Stocker, president of the company, joined the organization, the annual volume of business had reached \$700,000. Last year, it was approximately \$5,600,000, and this year the business will pass the \$6,000,000 mark with a good margin. This astonishing growth is the result of overcoming the prejudice of manufacturers, union labor and the public.

The Hoff-Man concern manufactures and distributes machines for pressing clothing of all kinds. The process is semi-automatic, and the machine forces hot, dry steam

into the garments. This steam treatment, together with the heat and pressing, cures the fabric and renders permanent the shape of the garment pressed. A patented vacuum attachment instantly cools, dries and sets the fabric, leaving it thoroughly sterilized, and prepared for immediate packing. With the machines the work of pressing is done not only quicker, but much better and more uniformly than it is possible to do by hand.

THE TRADE WAS GREATLY PREJUDICED

However, for several years it seemed impossible to convince manufacturers of clothing and fine tailors of these facts. It was generally believed throughout the trades that pressing was an operation which must always be done by hand, if it were to be done well. And when Mr. Stocker began his work with the organization, the use of Hoff-Man machines was confined almost entirely to the small, cheap tailor shop and the many pressing and valet shops which make a specialty of quick, inexpensive work.

The sale of the machines to this class of trade was profitable. The business was growing slowly; but Mr. Stocker was ambitious, and he realized that the possibilities for growth were unlimited, if the prejudices in the field of clothing manufacture could be broken down.

"About the first objection we overcame," he said recently, "was that offered by designers of men's clothing. After a good deal of trouble, we induced several manufacturers to try the machines as an experiment; but the designers objected to them because they did not preserve the expression of the original lines. This objection was

just, and it was due to the narrow scope of the machine, so we immediately set about making the additional features to perfect our method.

"Under the old policy, costs were kept down in our factory by standardizing the machines; but I concluded that the uses were too varied for a one-model machine, and I knew that the saving produced was great enough to justify any reasonable price. So we made wax figures of all the standard models used by the clothing designers. We cut up these figures to get our lines, and we made a complete assortment of machines and pressing heads to answer every need of this class of manufacture. Then, with our method perfected, we went out to conquer the trade.

MORE PREJUDICES THAT HAD TO BE OVERCOME

"With a line of machines and attachments so complete that every suit any manufacturer turned out, no matter the size or lines, could be perfectly pressed, we were met with the prejudice of the manufacturer against new and unproved ideas and the tense opposition of union labor. Finally, we induced several non-union manufacturers to put in the machines on a trial basis. Invariably, these experiments were successful. The service of the machines soon overcame the prejudice of individual manufacturers; but the clothing industry is well unionized throughout the country, and we found our field very limited.

"Up to this time, we had not been able to sell any of the fashionable tailors. It seemed impossible to convince them that hand pressing could be improved upon; they were seldom willing even to listen to us. But I have a good friend who was the manager of one of the large and fashionable hotels in New York, and I sold several machines. The hotel valet and tailor shop did a large pressing business of the highest class, and there never had been a complaint as to the work of the machine.

"One day a guest who owned five large men's furnishing and clothing stores up State sent several suits to the shop with instructions to press them most carefully. My friend happened to overhear the instructions, and, hoping to create a little business for me, sent word to the guest that his suits would be pressed on a Hoff-Man machine. Then an argument ensued; the guest objected, and demanded that his clothing be treated only to the most careful hand pressing.

"But my friend was loyal to the Hoff-Man machine. He assured his guest that it would do the work much better than any hand presser, and finally offered to bet a hundred dollars that the guest could not tell the difference between the hand and machine work. The bet was made, and the guest lost; he selected a machine-pressed suit in preference to one that had been pressed in the shop of one of the most exclusive Fifth Avenue tailors.

"This incident I mention because it was so significant. It marked the turning point, so far as the better class of tailors was concerned. The guest immediately ordered machines for all of his stores. The story went the rounds of the trade. Several Fifth Avenue tailors sent us inquiries, tried out the machines, and adopted them as soon as we had overcome the labor prejudice sufficiently to allow us to place the machines in union shops.

"The opposition of labor was by far the most serious of all although there always has been a scarcity of skilled hand pressers in the clothing trade. The small individual shops which had been our main customers were not affected to any extent; but for a time it looked as if years of effort would be required to overcome the prejudice of labor which blocked our development in the other fields."

At first Mr. Stocker tried to influence the officials of the several unions of the clothing trades; but soon found that it was impossible for him to overcome their opposition. After several discouraging

and futile attempts to win them over he determined to take his case to the clothing workers and his effort in this direction offers invaluable suggestions to manufacturers who find their business in a similar position in its relation to union labor.

For more than a year Mr. Stocker devoted practically all of his work-days and most of his evenings to missionary work among the clothing workers and small clothing manufacturers of New York City. A large majority of both classes are Russian Jews, who do not enjoy the best of health. So Mr. Stocker made a feature of the fact that the work done by the Hoff-Man machines is absolutely sanitary, and vastly cleaner and healthier than the method of hand pressing.

This appeal attracted attention. Mr. Stocker was allowed to address union meetings, and the members listened attentively to what he had to say. He addressed more than a hundred local unions in and around New York, and he won the friendship of the workers because of his genial, fair presentation of his proposition, and because he was striving for healthier working conditions.

After about a year of this, the union officials modified their first ruling, and allowed the machines to be installed in the new shops of manufacturers entering the business. But Mr. Stocker was not satisfied, and continued his work, almost nightly, with the local unions. He demonstrated the machines personally, and told the workers frankly that he was devoting his time to their interests because the Hoff-Man machine would make their work healthier and pleasanter, and that he considered such work the most important thing that he could do. Soon the labor unions let down the bars, and a new wage scale was adopted which gave the machine pressers an increase over the rate for hand pressing.

In the meantime, Mr. Stocker was doing just as important work among the small manufacturers. In this field, he had decided to

work from the bottom up, and he found the small plants in New York poorly arranged and wasteful in their methods. So he studied the scientific arrangements of such plants, then added a department to take care of the work, and offered the manufacturers a service that cost them nothing and saved them a great deal.

This he also gave his personal attention. He found the small manufacturers prejudiced against every new and revolutionary idea; but he patiently proved to them that they could reduce their overhead by rearranging their plants, and he showed them how to do this. The new department furnished plans and blueprints, and the results it produced, being all that Mr. Stocker promised, won the confidence of many small manufacturers and paved the way for the development of the business after the machines were approved by the unions.

USING AN INDIRECT METHOD WHEN DIRECT METHOD FAILS

"There is always an indirect way of overcoming prejudice," Mr. Stocker explained, "when the direct method is ineffectual. We made good friends of many of the workers, and their influence overcame the opposition of the union officials. We went to the makers as clothing factory engineers; we gained their confidence, and, as soon as they could they bought our machines. There are many small plants operating today according to the plans we made for them, and the experience gained has enabled us to offer many ideas that have been found valuable by some of the largest plants in the country.

"With the opposition of the unions withdrawn, our selling was largely a matter of demonstration. As the larger manufacturers began to adopt the machines, the prejudice against them faded away throughout the industry, and we soon had more business than we could take care of promptly."

In this way, within seven years, the Hoff-Man concern has in-

creased its business eleven hundred per cent. During this time, it has developed twenty-one domestic branches, each under the direction of a branch manager, and nine foreign offices. Seventy-five salesmen sell its machines, and a corps of eighty skilled mechanics is employed to inspect and repair the machines in use.

"Of course," Mr. Stocker concluded, "we have advertised extensively for the last five years in business papers, and we have always employed well trained salesmen; but I'm sure that our success is due mainly to the fact that we found ways and means of eliminating the prejudice that handicapped the business in the best fields of our market. We had to clear the way for our sales effort before it could be made effective.

"Our success in the field of men's clothing enabled us to enlarge our line to include machines for pressing ladies' suits, knit goods and other articles of clothing, and our merchandising in this still broader field has been far simpler because of our earlier work and experience. Our advice to any manufacturer who is hampered as we were, is to find the way to overcome prejudice, rather than attempt to go around unreasonable opposition."

Hoyt Catlin Heads Bridgeport, Conn., Ad Club

Hoyt Catlin of the Bryant Electric Company, was elected president of the Advertising Club of Bridgeport, Conn., at its recent annual meeting. William D. Griffin, Holmes & Edwards Silver Company, was elected vice-president, and A. C. Flather, Bryant Electric Company, secretary-treasurer.

The following were elected to the board of directors: Miss Lois E. Bennett, D. M. Read Company; H. C. Bennett, The Bassick Company; Miss Rose Kiehl, Bridgeport Post; Edgar V. Law, Holmes & Edwards Silver Company, and Harvey O. Gish.

Barnet Leather Company Appoints F. X. Wholley

F. X. Wholley has joined the Barnet Leather Company, Inc., New York, where he will have charge of advertising and sales promotion. He recently was managing director of the Washington, D. C., Better Business Bureau.

National Advertising Campaign to Sell Clothing Convention

The National Association of Retail Clothiers, which will hold its tenth convention at Chicago, plans an advertising campaign to sell the convention to the clothing trade. The campaign at first will include newspaper and trade-paper advertising. This will be augmented by direct-mail and poster advertising, etc. A chain of mail matter was started May 1, and will be continued every two weeks to a list of 24,000 retail clothiers. Folders have been furnished traveling men to be displayed at hotel show-rooms, and 300,000 gummed seals have been distributed. Five thousand five-color posters have been distributed to traveling men and wholesale houses, to the trade and guilds throughout Europe, Australia and Canada. Between now and the opening of the convention, Fred Voiland, president of the association, will tour the country and speak before the various State units.

James W. Critchfield Leaves Marietta Paint Company

James W. Critchfield, advertising manager of the Marietta Paint & Color Company, Marietta, O., has resigned. Mr. Critchfield was formerly in the advertising department of the Chesapeake & Potomac Telephone Company, Washington, D. C.

Raymond C. Tyree, recently in charge of a branch of the Marietta Paint & Color Company at Greensboro, N. C., has been appointed to succeed Mr. Critchfield as advertising manager.

Norman B. Lavers Joins D. O. Haynes & Company

Norman B. Lavers has been appointed representative of D. O. Haynes & Company, New York, publishers of *Pharmaceutical Era* and *Soda Fountain*, with headquarters at Cleveland for Ohio and Indiana territory. Mr. Lavers has for several years represented the *American Exporter* in Indiana.

Lawrence F. Deutzman with Goelz Brothers

Lawrence F. Deutzman has joined Goelz Brothers, printers, New York, in charge of planning direct-mail advertising. Mr. Deutzman retains his connection with The Smithtown Press, Inc., Smithtown Branch, New York, as publisher of the *Messenger*.

Kramer Appoints J. Kelley Burleigh

J. Kelley Burleigh has been appointed art executive for Kramer, art-engraving-printing, New York. Mr. Burleigh was with the Postum Cereal Company, Inc., Battle Creek, Mich., for five years and more recently was with the Universal Pictures Corporation, New York.

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Success Bond

SUCCESS—in selling or in any other branch of business—is largely psychological according to authorities.

We call it just *logical* to wear the best clothes we can honestly afford, to look, talk and in every way appear as if we *respected* ourselves.


SUCCESS Bond is a good paper to choose for your letterhead if you wish to prove self-respect and attract the respect of others. For the slight difference per letterhead, you can't afford not to choose it.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



Active June 1, 1923

NG ES

EDGE

SU

3
Accepted morning and
evening

PER AGATE LINE

Morning and Evening	Sunday and Evening	Sunday
..... .55	\$.65	\$.50
..... 1.00	1.25	1.00
..... .90	1.25	1.00
..... .60	.70	.60
..... 5.00	5.00	3.00
..... 4.00	4.00	2.00
.....		\$ 1.25
.....		.90
.....		.88
.....		.86

Accepted.
of public
wide, 200
ate.

ing or evening matter add 30%
s. Pages when available, add 5c
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ove rate top of pages 2 or 3,

r Advertising—\$1250 Per Page
d plates 12 lines of publication. Only full-
accepted. 34 inches wide by 21 3/4 inches
back and white, Sunday, 55c per line.

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the 15th of following insertion. NO CASH
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ncorrectly assumed to be clerical
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reserved for contracts for 1000 lines or
vided copy 40 days.

PUBLIC LEDGER

MORNING—EVENING—SUNDAY

Classified Advertising Rates

JUNE 1, 1923

Classified Advertising, except classes otherwise noted,† is accepted only for—all editions—morning and evening. One morning and one evening constitute ONE insertion.

Per Agate Line each Insertion

	*Set Solid	*Display
One time (morning and evening).....	\$.45	\$.50
3 times (3 mornings and 3 evenings) within 7 days35	.45
1000 lines in 1 year45
Help, Situations, Rooms and Boarding, solid or white space35
Educational, Hotels, Resorts and Travel, 1 time....		.50
30 times45
Parcel Post, Poultry, Farm and Garden, 1 time....		.50
13 times within one year.....		.45

Following Notices Accepted for Public Ledger or Evening Public Ledger

CLASSIFICATIONS

†Auctions, Morning or Evening.....	\$.30
Morning and Evening.....	.40
†Church and Benevolent, Morning or Evening.....	.20
Morning and Evening.....	.30
†Legal, General Notices, Morning or Evening.....	.20
Morning and Evening.....	.30
Charter Notices, Application to Governor— Three times, once a week.....	\$15.00
Charter Notices, Application to Court— Three times, once a week.....	10.00
Letters of Administration, 6 times, once a week....	10.00
Letters Testamentary, 6 times, once a week.....	10.00
Widow Claim Notices, 4 times, twice a week.....	8.00

NOTE

*Set Solid—Applies to agate type only.
*Display—Applies to larger type and white space or either.
Same size copy must appear in order to obtain benefit of 3-time insertion rates.
On agate type advertising count 6 words to each line.
In combination orders Sunday Public Ledger may be included as one of morning insertions.
On 3-time orders any three mornings and any three evenings within 7 days may be used.



LEDGER

MORE THAN 230,000 SUNDAY

GUY S. OSBORN, WESTERN MANAGER,
1302 Tribune Building, Chicago.

M. C. MOGENSEN & Co., Securities Bldg., Seattle.

M. C. MOGENSEN & Co., Title Ins. Bldg., Los Angeles.

THE DORLAND SPECIAL AGENCY, EUROPEAN REP.,
16 Regent St., London, S. W. 1, England.

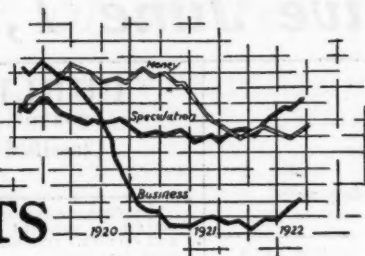
DEPENDENT SQUARE

over of the and Circulations

s H. K. Publisher

F. GOLDS Advertising Manager

HARVARD BUSINESS FORECASTS



The Year 1923

Today you are making decisions which will have an important bearing on what your concern will make or lose during the coming year.

Will the advance in commodity prices and business activity which has been in progress since early 1922 continue throughout the present year? Or will this upward swing in business come to an end within the next few months?

Forecasts of Proven Dependability

The Harvard business predictions are based upon a new and scientific system of economic forecasting of proven dependability since the foundation of the Harvard Economic Service in 1919.

It forecast the tremendous boom of 1919 and the severe depression of 1920 months in advance of their occurrence. Again in the

fall of 1921 it predicted the recovery of business and commodity prices which began in early 1922.

On the basis of this noteworthy record of performance the Harvard Index may be expected to forecast the next important turn in business by a sufficient interval to protect its subscribers against damaging and unforeseen changes.

*Write
for
booklet*

You can secure a booklet descriptive of the Harvard Service and sample copies of reports by addressing

**HARVARD UNIVERSITY
COMMITTEE ON ECONOMIC RESEARCH**

715 Abbot Building

Cambridge, Massachusetts

Armour Is Teaching Better Buying to Reduce Cost of Selling

Distribution Is Improved by Intelligent Explanation of Advertising to Dealers

By J. S. Older

Of Armour and Company

THE big mail-order houses are a success, not because their copy contains high-powered salesmanship, but because they build from the ground up by teaching consumers how to buy by mail.

This is something that must be recognized when planning direct-by-mail advertising material. Dealers should be educated in better buying. High-priced salesmen from a half dozen houses often call on the same dealers—all because so many of the dealers are poor buyers. They do not always know their sources of supply, and have not been educated to buy in the best markets. Consequently, they buy from a half dozen houses when they should be doing business with one or two. They buy from the salesmen who present the best arguments—and often they buy unwisely, as they find out later when confronted with a stock of goods that moves so slowly that it eats up all the profit.

The past twenty years has been largely devoted to bringing manufacturing up to a high standard of efficiency. The coming ten or twenty years will see great improvements in buying and selling.

During this period, direct mail will make great forward strides. It will be used to support salesmen as never before, and it will develop as a most important factor in solving the marketing problem.

Practically every manufacturer is complaining about the high cost of distribution. It is the cause of much consumer dissatisfaction, and newspapers are beginning to make investigations to find out what becomes of the margin be-

tween the cost of production and the retail cost to the consumer.

The cost to sell must be reduced—and it can be reduced by teaching dealers and consumers how to buy most efficiently.

Advertising is teaching consumers to buy by brand name. Dealers on the whole recognize this, but they still require a great deal of advertising education. Most of them realize that advertising will not carry the entire load, and when a salesman claims that the advertising of his house will create an instant demand for his products, the dealer knows that the salesman is not telling the truth.

But the dealer will believe in the manufacturer's advertising if he is furnished a plan, showing exactly what he can do definitely to identify his store with the advertised products, and the telling of this story is real work for direct-by-mail advertising.

A few years ago I worked on a kitchen-cabinet campaign with a total appropriation of \$20,000 to be spent during the spring selling season.

Of this \$20,000 about one-half was spent in the national magazines, while the other half was used for direct-by-mail work supported by dealer helps.

We prepared every conceivable kind of selling scheme that could be carried out by dealers. This included dealer advertising, suggestions for window displays, dealer sales letters, packages and envelope inserts, booklets, movie slides, etc. The entire sales plan was promoted to dealers direct by mail, plus the support of the selling organization.

The backbone of this campaign was based on a four-color, twenty-four-page 9x12-inch self-covered booklet, which pictured practically

From an address before the Direct-Mail Advertising Association and the Graphic Arts Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

everything we asked the dealer to do.

As a result of this intensive merchandising of what little national advertising was scheduled, actual sales increases showed that the campaign had paid for itself before even a single line of national advertising appeared in the magazine.

Armour and Company right now are using eighty-five newspapers in a national campaign to promote the sale of Star ham, bacon and lard. Recently we scheduled a lard advertisement incorporating dealer names. One of our branch houses wired us that he did not want this advertisement, as he had only two dealers selling Star lard. We wrote him that the advertisement had been planned by our executives and that it was up to him to make the best of it. We also outlined to him how he could use his various advertising and direct-by-mail material to secure distribution. This was two weeks prior to the appearance of the newspaper advertisement. When the advertisement was published, it contained the names of eighty dealers who had been induced to stock Star lard on the strength of the various advertising material furnished.

Southern Campaign for Blue Ribbon Bed Springs

Quarter-page space is being used in a number of Southern newspapers in a campaign which the Southern Spring Bed Company, of Atlanta, Ga., is conducting for its Blue Ribbon bed springs. The company recently registered the trade-mark "Blue Ribbon" for use on spring beds, mattresses, cots and metal bedsteads.

In this campaign the consumer is told how the Blue Ribbon bed spring is constructed so that its buoyancy will last. The company stresses the importance of sleep and rest to the individual and emphasizes the rest-giving qualities of its product by associating it with other ideas of rest and relaxation.

H. F. O'Keefe, President, Portland, Me., Ad Club

The Portland, Me., Ad Club has elected Harold F. O'Keefe president for the ensuing year. Mr. O'Keefe is advertising director of the *Portland Press-Herald*, *Waterville Sentinel* and *Maine Farmer*, Augusta, publications owned by the Gannett Publishing Company.

Ministers Should Deliver the Goods They Advertise

Ministers who fail to "deliver the goods" after inserting startling advertisements in newspapers, are misusing advertising, declared Dr. George B. Cutten, president, Colgate University, addressing delegates to the Northern Baptist Convention at Atlantic City.

"Consider what the preacher tells his congregation in the Saturday night advertisements in the newspapers," Dr. Cutten said. "Goods ought to live up to the advertising. Some churches use advertising that no creditable advertising agency would handle.

"A minister ought to pay his debts. If his creed is sound on that point, I could stand a few punctures in the rest of it. I don't know of any other job better than the ministry, where a man can be lazy without everybody knowing it. A minister ought to learn how to work hard. While we believe the ministry is the most important profession, we do not seem to care who is in it; a minister needs moral rather than technical training."

Fred Weindel, Jr., with Day & Zimmerman

Fred Weindel, Jr., recently assistant sales and advertising manager of Wing & Evans, Inc., sales agents for The Solvay Process Company, Syracuse, N. Y., has joined the staff of Day & Zimmerman, industrial engineers and managers, Philadelphia. He has been appointed resident manager by that company of L. F. Grammes & Sons, Allentown, Pa.

Larger Campaign for Virginia Hot Springs

The Homestead, Virginia Hot Springs, formerly an advertiser in the classified columns, has started a display campaign in metropolitan newspapers, using hand-lettered copy featuring the scenic and sporting advantages of that resort in addition to its famous "cure."

The advertising is being handled by Thomas F. Logan, Inc., New York advertising agency.

Art Service Incorporates

The Advertising Art & Printing Company, New York, a partnership between Edward J. Brennan and Louis J. Kass has been dissolved. The business has been incorporated under the same name by Mr. Brennan who is president and treasurer of the new organization.

Hotel Account for Oakland Agency

The Hotel Oakland, Oakland, Cal., has placed its advertising account with the Cummings Advertising Service, of that city. California newspapers will be used.

Motor Transportation Acknowledges Debt to Advertising

Future Development of Automobile Industry Is Likewise Dependent on the Aid Advertising Will Give

By George M. Graham

Vice-President, The Chandler Motor Car Company

ADVERTISING has always been the forerunner of the automobile industry just as you hear the horn before a car comes around the corner.

We believe that the automobile industry repays study because it affords perfect demonstration of these four advertising fundamentals:

First, every manufacturer advertises.

Second, each product has a brand or trade name, which the manufacturer aims to impress on public attention.

Third, every type of advertising is used to some degree.

Fourth, much of the presentation is educational.

Ten or fifteen years ago, we advertised cars with a sporting appeal. Today we are selling transportation and proving how essential is the automobile to comfort, convenience, pleasure and productivity.

The advertising man has always been identified with every phase of our progress.

He is the Damon of the automobile Pythias.

Every door opens to him. He is a welcomed guest at every function. He enjoys closest intimacy with the foremost men of the industry. His advice is sought in every crisis.

Our industry has never sought to minimize its infinite obligation to the advertising man. Particularly have we had the invaluable support of a virile and constructive trade press.

We sincerely believe that upon the close relationship of the auto-

mobile with forceful advertising has been built the incredible advance from about 13,000 vehicles registered in the first year of the present century to about 13,000,000 registered now.

Through the desire of ownership created by newspapers, magazines and signboards, 2,659,000 motor vehicles were produced and sold last year; \$1,500,000,000 are invested in automobile plants; purchases of material in 1922 exceeded \$1,250,000,000; we pay in round numbers \$400,000,000 to 250,000 employees directly connected with our plants, and our dealers, garages, filling stations, etc. provide employment for perhaps 200,000 more.

AN AUTOMOBILE ADVERTISING ESTIMATE

I wish that figures were available to establish exactly the sum of money annually expended in the exploitation of automobiles and related products.

I have worked out an estimate, which I think is on the conservative rather than the extreme side.

The wholesale value of automobiles sold by members of the National Automobile Chamber of Commerce last year was \$1,362,000,000. Of this sum, I have arbitrarily taken 2½ per cent as the average advertising budget basis of most companies.

This would mean an expenditure in round numbers of \$34,000,000 by members of the National Automobile Chamber of Commerce.

Ford advertisements would add perhaps \$1,000,000 to this total.

Dealers, who in most cases bear 50 per cent of the cost of newspaper advertising, expend perhaps \$10,000,000 more.

From an address before the General Session at the Atlantic City Convention of the Associated Advertising Clubs of the World.

Two per cent of \$768,000,000 gross value for tire and accessories manufacturers would add in round numbers \$15,000,000 more.

This makes a grand total of \$60,000,000 expended by our industry to sell its wares to the public.

This \$60,000,000 is not an extra charge to the public. Actually it develops an economy in the cost per car, for advertising makes possible volume production, which alone reduces manufacturing costs.

Over a long period, the relations of advertising and the automobile industry have grown too close to be broken.

By no development can our dependence on advertising be changed.

It is true that the automobile has made its place. The intelligent no longer question its permanency. The car has brought to millions the benefits of suburban life, and the truck is an inseparable factor in commodity haulage.

Therefore motor vehicles, related as they are to the daily life of our people, will continue to command a large market.

But as we enter into eras of more intense competition, as we plan expanding application of motor vehicles, we shall still more need to draw on the genius of advertising.

I doubt not that our copy writers will rise splendidly to all demands, that working though they do with the least tangible of elements, they will be able to create concrete commercial results, that with words of virile appeal, tested by the cold processes of fact and reason, they will serve the public and ourselves by demonstrating the place of the automobile in transportation's fabric.

Gellman Polly Wrench to Be Advertised

The Gellman Wrench Corporation, Rock Island, Ill., is beginning an advertising campaign in a number of Mid-Western newspapers on its Polly Wrench. Albert Frank & Company, advertising agency, Chicago, will direct this campaign.

Pacific Coast Advertising Clubs Association to Meet

THE twentieth annual convention of the Pacific Coast Advertising Clubs Association will be held at Spokane, Wash., on June 17 to 21. One of the important matters which will come before the convention is the plan for establishing integral relationship between the Pacific Coast Association and the Associated Advertising Clubs of the World.

This movement to bring the Pacific Coast Association into the membership of the international association it is expected will be favorably acted upon by the delegates. Under this plan, the twelfth and thirteenth districts of the Associated Advertising Clubs of the World will be consolidated and the more than twenty clubs on the Coast will be known as the Western Division. The Pacific Coast Association will maintain its present name but its constitution and by-laws will be changed to conform with the international association's requirements.

The program of the convention calls for consideration of the following themes:

June 18—"What Comes Before, With and After Advertising."

June 19—"The Better Business Bureau and Its Work."

June 20—"Higher Standards in Advertising."

A feature of the convention will be three-minute speaking contests which are to be conducted at four business luncheons. Trophies will be awarded to those making the best addresses on the following subjects: "The Influence of Advertising on International Relations," "What Organized Advertising Has Done for Business," "Should Professional Ethics Prohibit Individual Advertising?" and "The Value of an Advertising Club to a Community."

Harold Poe Swartwood has been appointed Western manager of *Folks and Facts*, New York. His headquarters will be at Chicago.

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FOR fifty years a leader in the manufacture of paints and varnishes, The Lowe Bros. Company is now planning for even greater service to America's homes and industries.

The GEYER-DAYTON
ADVERTISING COMPANY
Dayton

AUGUST IS YOUR LAST CHANCE

650,000 Circulation
At \$1.90 a Line

REPRESENTATIVES:

Chicago Office
Rhodes & Leisenring, Mgrs.
2003 Harris Trust Bldg.
Central 937

St. Louis Office
R. M. Saylor, Mgr.
Century Bldg.

New York Office
A. H. Greener, Mgr.
116 W. 39th St.
Room 1030

NEW RATE

OF

\$2.60 a Line

Becomes Effective
with the

September Issue

700,000 Circulation

Forms close the 5th of the
preceding month

The
HOUSEHOLD JOURNAL

Batavia, Illinois

IRA E. SEYMOUR, Advertising Manager



Policy No. **Db 13673- 18**
Insurance Company of North America
 PHILADELPHIA

In consideration of the premium hereinafter named, and other conditions stipulated in the policy from which this certificate has been detached, hereby insures the property contained in the package or described in the invoice, with which this certificate is mailed, against loss or damage, including theft, pilferage and breakage, as provided in the policy. Loss, if any, payable to Assured named in the above mentioned policy.

will it arrive safely?

RISKS of transportation—
 accident, theft, breakage
 —endanger every Parcel Post
 shipment you make. Insure
 against loss from lost ship-
 ments.

A coupon from a North
 America Coupon Book wrap-
 ped in your package insures it.
 The stub entry is your ship-
 ping record. Claims settled
 promptly.

**Insurance Company of
 North America**
PHILADELPHIA

Founded
 1792



Pin this cou-
 pon to your
 letterhead

"The Oldest American Fire and Marine Insurance Company"

MAKING SHIPPING SAFE FOR SHIPPERS

Insurance Company of North America,
 Third and Walnut Streets, Philadelphia. Dept. W6.

Name

Street

City State

Wants Information on Parcel Post Insurance.

International Flavor to Advertising Convention

(Continued from page 20)

predicted that brevity would be even more common in the future. This, he stated, is merely advertising's recognition of the change in the reading habits of the public.

A Former Secretary of Agriculture on the Farmer

E. T. MEREDITH, publisher of *Successful Farming* and former Secretary of Agriculture, in an address before the general session of the convention forcefully centred attention on the fact that the farmer neither receives nor spends all of his income at one time during the year. Mr. Meredith said:

There is such a misconception as to when the farmer gets his dollar that it may be interesting to see just when the farmer gets his income, when you can expect it. I had a man say to me the other day, "It is out of season; the farmer isn't buying now." He thinks the farmer gets all his income in the fall. He once saw a farmer threshing his wheat and, of course, he was fully informed. One man said to me the other day, "The farmers sell all the wheat and corn in the fall, don't they? Where do they get any money any other time?" They forget about the milk crop that brings \$1,500,000,000 yearly, and it comes in every month of the year, and largely in the spring months, when he thought they didn't have any money. They forget about the poultry and egg crop which is more than a billion dollars. They forget about the feeders, the cattle that come out of the lots in the spring, after being fattened all winter, and go on to the market in April and May, and they forget many other items too numerous to mention, such pin money as wool, a spring crop of \$125,000,000. They forget that the hay and corn is largely fed to stock which is marketed in the spring.

But here's the way the farmer gets his money during the year. It doesn't run up here and down there. In January he receives 8.5 per cent of his year's income, February 6.8 per cent, March 7.4 per cent and so on through the year. Here is one group of States where only two months of the year, the income is less than 7 per cent of the whole and only three months over 10 per cent; another group seven

months less than 7 per cent and only three over 10 per cent. The most even distribution of income throughout the year for a group of States is the one, with no month less than 6 per cent and no month with over 10 per cent. The farmer is getting his money the year round to meet those necessities that come throughout the year every day as he goes along.

Are Newspaper Rates Going Up?

LOOKING forward to the future, Charles W. Mears, Cleveland, informed the Associated Retail Advertisers that the daily newspapers are reaching physical limitations, and as a result the time is bound to come, when, in order to keep the amount of advertising space at a specific limit, it will be necessary to increase advertising rates.

Mr. Mears claimed we face this situation: "Fewer newspapers, greater circulations, and not many more pages than now, against an increasing demand for newspaper advertising space—with the inevitable consequence that newspaper advertising rates will go up and up and up."

Translating Church Services into Merchandise Terms

IT has frequently been said that the advertising problems of the church are quite similar to those of any commercial establishment. For the purpose of illustrating this in unmistakable fashion, Joseph A. Richards, president of the Joseph A. Richards Advertising Company, New York, speaking before the Church Advertising Department said:

If a church, large or small, should come to us for professional assistance in advertising spiritually, we would say to the pastor, or the committee that had the matter in hand,—"You need a survey; you need to find out what the facts are about your church in its community; you need to know just what goods you have to advertise, just how they are packaged, just how you propose to deliver them, and a good many more things of like nature. Then too, you need to unprejudicedly look at your

market, the community around you, to see in what esteem it holds your church, its plant, its people, its pastor."

Now it seems feasible, following the procedure of advertising in any other industry, that a church or its pastor or its committee on advertising should make a clear estimation of the church itself, its present spiritual condition, should find out unflinchingly whether it has anything to sell worth having, whether its members are salesmen and saleswomen, or drones. It should seek to face the facts of what the community market is for the particular brand of goods it has to offer—what prospective customers say about its position and work in the town.

Looking at Copy and Looking into It

ONCE upon a time—thus the story runs—the so-called "ad-writers" were cocks o' the walk and ruled the roost.

Presently some bright genius, who had probably flopped at "ad-writing," discovered that copy was not all there was to advertising. He climbed the then tallest building and trumpeted his message to other aspiring "ad-writers" whose pens had likewise wobbled in the pinches. Welcome to our city!

After a bit, nearly everybody was convinced that copy, far from being the whole of advertising, was something that existed on the southernmost hair of the dog's tail—and was put there to annoy the dog.

Thus this business of advertising see-sawed between this and that, with the loudest voiced faddist straddling the centre and teetering the board to his fancy. It suffered from growing pains in an up-and-down direction.

Now, I submit, with all due respect to the discoverers of new 'isms and to the devotees of whatever the latest cult may be, that one basic fact remains true in advertising:

All that the buyer sees is the finished job. Why it got there or how, why that place was selected for its appearance, how many conferences were held before it was launched, which thoughts were emphasized and which expur-

gated—all these mean nothing in the ardent reader's young life.

So, you may engross it on parchment and rivet it to the linings of your hats that—

While copy is not all there is to advertising it is all there is to an advertisement.

From an address by Harry E. Cleland, of the Miller Freeman Publications, before the Industrial Advertising Association.

What an Em- ployees' Magazine May Do for a Bank

FROM the editorial rostrum of the internal house-organ the aims and ideals of the bank are stated with the utmost directness and authority. The doings and accomplishments, the joys and sorrows of the individuals, from the freckle-faced office boy to the president, are chronicled. The road to success is charted for the ambitious and the value of co-operation and team-play is made evident. The bank is humanized in terms of the individual. The house-organ that accomplishes this sells the bank solidly to its employees, and keeps it above par as a company to work for. It is a profitable investment in good-will and good work, the most valuable imponderables and ponderables any institution can possess.

E. H. Kittredge, of the Old Colony Trust Company, Boston, before the Financial Advertisers' Association.

The Ancient Lineage of Outdoor Advertising

"OUTDOOR advertising of a kind was made use of centuries ago," W. W. Bell, executive secretary of the Poster Advertising Association, Inc., informed that association.

Outdoor advertising probably dates back farther than any other means of making known; for we find that gladiatorial contests back in the days of

Pompeii were heralded in colors, red and black predominating. Centuries ago in Egypt the capture of runaway slaves was often affected through the distribution of handbills made of papyrus, with a description of the fugitive and naming a reward for the capture. However, it was not until recent years by organized effort that poster advertising began its rapid evolution.

Mr. Bell then traced the history of the Poster Advertising Association from the early days following the forming of the organization. He mentioned the adoption of specifications for a uniform panel structure, 11x25 feet, to be maintained in accordance with the rules of the association.

He referred to regulations adopted prior to the Eighteenth Amendment which ruled that no member of the association should accept for display any poster advertising spirituous or hard liquors, or theatrical posters of a vicious or undignified nature. Following this, Mr. Bell discussed the code of ethics or fourteen rules comprising the association's "Standards of Practice." Other poster advertising association activities were also referred to in Mr. Bell's address for the purpose of illustrating what organization means to advertising.

Publisher Advocates Laymen for Church Advertising

FEW churches are able to put over a sizable publicity campaign by themselves. Co-operative advertising is made more effective when financed and directed by a laymen's publicity league representing a group of churches. Each church handles its own publicity, but big plans appealing to the unchurched masses are directed by the league. Nyack, N. Y., is a striking example of what a band of determined laymen can do. About every man in town turned out and the churches were crowded not once but repeatedly.

Direct-by-mail campaigns cannot be safely handled by one church, but a laymen's league representing all can broadcast an appeal to

every family in town to attend church and give no offense.

A league can do away with competition and substitute co-operation—one for all and all for one. Its scope is far-reaching—to create a better community, a better state, a better nation, and a better world.

E. P. Beebe, assistant treasurer, Iron Age Publishing Company, New York, addressing the Church Departmental.

Packing Direct Mail with the Urge to Respond

"IT is safe to say that at least two-thirds of direct-mail advertising is dependent upon the urge to respond," Naylor Rogers, classified advertising manager of the Los Angeles *Express*, told the Association of Newspaper Classified Advertising Managers. "Without this urge returns from direct mail fall below the necessary percentage to make this type of solicitation profitable.

"We never send out a piece of mail without enclosing a return post card or without having our telephone number prominently displayed. Where return cards are enclosed we always urge their return. Where the telephone number is given we always urge a telephone call."

Motion Pictures Sell Workers through the Heart

HOW to re-establish the confidence and good-will between management and worker is a subject of many theories and many plans. According to Bennett Chapple, advertising manager, The American Rolling Mill Company, Middletown, O., speaking before the Screen Advertisers Association, the whole matter can be summed up in one word—understanding. Mr. Chapple said:

There is another side to the business man than his business and there is

another side to the worker than his work. This is the "heart" side, or to be more literal, the "fellowship" side, where management and men can meet together on the level of common interest.

The motion picture has played an important part in the mutual interest work of The American Rolling Mill Company. A few years ago we inaugurated what is known as Armco Friday Night, at which time motion pictures and home talent musical and vaudeville sketches are staged.

The motion picture, however, has found its greatest value in our mutual interest work through the recording of the different Armco activities by motion pictures which helps to visualize them in no uncertain way. The American Rolling Mill Company went at this thing in earnest. It purchased a motion picture machine and with a little practice, its regular plant photographer mastered it, so the company is able to take its own motion pictures of any of the company activities and reproduce them before the large group of workers. This brings the home folks into the pictures and proves very interesting, for home made reels are an important part of the Armco Friday Night shows.

Through the taking of these local motion pictures, The American Rolling Mill Company has been permitted to do a very substantial civic work which in itself has an important influence on industrial relations between the company and its men.

While these pictures are not confined to the work of The American Rolling Mill or to the inner walls of the plant, it helps broaden the understanding of the Armco family and builds a civic consciousness which in itself promotes and stabilizes industrial relations.

Vigilance Activities of Photo-Engravers

IT was in 1920 that the American Photo-Engravers Association adopted a code of ethics. This has for its opening paragraph, "In the conduct of our business and in our relations with our competitors, our customers and our employees, justice and fair dealing should characterize every transaction." Since the adoption of this code of ethics, Adolph Schuetz, president, Sterling Engraving Company, New York, informed the association that every effort has been made towards living up to the true meaning of the paragraph just quoted.

He stated, "Our Vigilance Committee, as such, dates only from the action taken at our last annual convention, held in Grand

Rapids, July, 1922. While young in this work, we feel that considerable good has been accomplished. Our committee has undertaken to eliminate dishonesty in our own publicity work, and to stamp out the use of exaggerated words and phrases, spelling deceit and fraud."

The Appeal to the "Gimmies"

CHARLES HENRY MACKINTOSH, Mackintosh Advertising-Selling Service, Chicago, in a humorous talk before the Advertising Specialty Association claimed that "Everybody has the 'gimmies.' An appeal to the 'gimmies' comes as close to a universal appeal as any form or kind of advertising can come.

"Appeal to reason when advertising and you appeal to about 4 per cent of the human race. Appeal to instinct, and you touch everyone from the Australian aborigine to the most highly developed product of twentieth century civilization. We all have the 'gimmies,' and whoever wants us as customers can get us through our 'gimmies.'"

The Manufacturers' Obligation to Dealers

THERE are a hundred and one ways in which manufacturers can assist their retail distributors. The following methods, Homer J. Buckley, Buckley, Dement & Co., Chicago, informed the Associated Retail Advertisers, are the most important at the present moment.

He urged manufacturers to "Co-operate with your dealers to eliminate unprofitable merchandise. Enable them to give more time and attention to rapid turnover lines. Show them how to improve and simplify their business and increase their local reputation and standing. Endeavor to induce the dealer to adopt a steady year 'round advertising policy.

(Continued on page 177)

[OVER 24,000 GREATER CIRCULATION
THAN SECOND EVENING PAPER]

THE SAN FRANCISCO CALL

FIRST IN DEPARTMENT STORE ADVERTISING

These mammoth business concerns spend their advertising money where long experience in buying newspaper space and shrewd judgment assure them maximum results. No experimenting with them. **THEY KNOW.** The advertising expenditures of these big concerns for 1922 and first four months of 1923 indicate their preference for the **DOMINATING EVENING CIRCULATION OF THE CALL.** San Francisco's Greatest Evening Newspaper.

HOW THE CALL LEADS

ALL PAPERS, INCLUDING SEVEN-DAY ISSUES,
FOR FIRST FOUR MONTHS OF 1923

CALL LED

Second Paper by.....145,796 lines

CALL LED

Third Paper by.....292,648 lines

CALL LED

Fourth Paper by.....356,006 lines

CALL LED

Fifth Paper by.....412,902 lines

—THE CALL LEADS—

ALL SAN FRANCISCO NEWSPAPERS

First in — Daily (six day) Display Advertising

First in — Department Store Advertising

First in — Food Products Advertising

First in — Total Advertising Gains

REPRESENTATIVES

H. W. Moloney
604 Times Bldg., N. Y. City

G. Logan Payne Co.
6 N. Michigan Ave., Chicago

Karl J. Shull, 315 Homer Laughlin Bldg., Los Angeles, Cal.

Farm, Stock & Home

Announces Change of Ownership

B. F. SAWIN

Becomes General Manager

THE new owners purchased FARM, STOCK & HOME on the basis of 89,000 net paid circulation, as determined by the A. B. C. audit for the period ending December 31, 1922, and announce a new advertising rate of *60 Cents a Line*, effective July 1st, based upon that guaranteed showing. This is a remarkably low rate for a net paid circulation of such proportions, but FARM, STOCK & HOME believes that the time has come for a readjustment of advertising rates in agricultural papers, based strictly upon *clean circulation* and approved *circulation methods*. *We therefore take the lead in this important matter of rate readjustment.* Sixty cents a line for 95,000 average circulation for 1923 of FARM, STOCK & HOME quality means an advertising investment rarely found in the agricultural field.

THE new management of FARM, STOCK & HOME appreciates the genuine hold that this fine paper has upon its following in Minnesota and adjacent territory. It was the positive evidence of this—the liberal proof of the high standing of the paper among its readers—the splendid reputation the paper enjoys as a leader in all movements calculated to advance the agricultural interests of the Northwest—that appealed to the new owners from the very moment their consideration of this purchase began.

FARM, STOCK & HOME does stand high in the estimation of its large clientele. The new management will adhere to its splendid policies and principles, advance steadily in keeping with the spirit of the times, and seek to deserve the great measure of public confidence the paper has always had.

THIS change of ownership permits Mr. H. N. Owen, who retains a substantial interest, to realize a desire he has had for many years—to give all of his time to the editorial direction of the paper. Mr. Owen will now be able to devote himself more earnestly than ever to the policies which have made FARM, STOCK & HOME a beloved and a *believed* farm paper for thirty-nine years—policies laid down by Sidney M. Owen when he, recognized agricultural leader of Minnesota, wrote his successful career into the history of the Northwest.

FARM, STOCK & HOME is honored because it speaks as an honest leader, and it has been honored through the years because there has been no departure from its early principles. Thirty-nine years of leadership! Of confidence won from its readers and never abused! Of adherence to whatever cause was for the good of the people!

MR. SAWIN and Mr. Owen will have the support and co-operation of an editorial staff of unusual size, strength and ability. No other periodical, edited for a limited territory, can make a more impressive showing of editorial power.

THE new Manager and his associates bring to the paper an experience that insures efficient publishing methods, strong financial resources and a real merchandising service. An even *greater* FARM, STOCK & HOME is assured.

Farm, Stock & Home

MINNEAPOLIS, MINN.

NEW YORK
A. H. Billingslea
342 Madison Ave.

CHICAGO
J. C. Billingslea
123 W. Madison St.

ST. LOUIS
A. D. McKinney
Post-Dispatch Bldg.



"Out where the West begins"
Ideal Vacation Tours

Produced for THE H. E. REMINGTON
ADVERTISING COMPANY by

PALENSKE - YOUNG Inc.
ADVERTISING ILLUSTRATIONS.

215 NORTH MICHIGAN AVENUE

Chicago



Show him how to put his money back of his best lines. Most dealers do not spend enough money in advertising and have no regular advertising policy. Try and get dealers to have an intelligent capable advertising man prepare their copy and layouts and ask the dealer to study the essentials of good advertising so that if necessary, he can do a good job himself."

Church Advertising and the Non-Churchgoers

YOUR church advertising reaches and influences many a man and woman who never enters a church door—make no mistake about that. You can never reach those people through the accepted channels of church services, sermons, etc. But those people read advertising and you can ease over to them many a definite thought about the value of the better life if your church will advertise the spirit of that life where they can see it. Such advertising inevitably sows *seed thoughts*. And seed thoughts have been the ideas that have moved the world.

This is extremely important. Remember that your church advertising reaches an element *that you can probably reach in no other way*.

W. N. Bayless, vice-president, 5th District A. A. C. of W., before the Church Departmental.

Co-operation between Engravers and Advertisers

A SUMMARY of the more important reasons for the failure to receive good work from photo-engravers was made by Charles A. Grotz, president, Trichromatic Engraving Co., Inc., New York, talking to the American Photo-Engravers Association. In conclusion he stated:

In my judgment a great deal of friction can be overcome and mistakes avoided if the advertiser will take into

his confidence and confer with the engraver at the time of planning the work. I feel also, as an engraver, that much good will come out of conferences such as we are holding at this time, and by contact and discussions we will become better acquainted and arrive at a better understanding of our common problems and in this manner bring about constructive co-operation.

Some Suggestions for Community Advertising

JOHN J. FARRELLY, president, Farrelly-Walsh, Inc., St. Louis, mentioned in his talk before the Community Advertising Department, that in preparing his address he had examined a total of 353 pieces of advertising literature issued by Chambers of Commerce throughout the country. After studying this collection of community advertising material he made the following suggestions:

Be more careful of your illustrations, insist upon better typography, better printing and by all means the best grade of paper you can buy. The paper used in Chamber of Commerce advertising averages a very, very low quality.

Use more envelope inserts, more mailing cards and more illustrated letterheads. Issue advertising pieces on specific subjects instead of dealing on every subject in a small piece. A booklet covering every phase of your community will help, of course, but the specific message is more effective—and allows of a more consistent follow up.

In conclusion I believe it is possible for Chambers of Commerce to develop a certain standardization in their advertising that could prove very economical and more effective than the present "hodge-podge" of material that seems to be issued without thought or purpose.

Posters and the Subconscious Mind

AN interesting story of the workings of the subconscious mind in its respect to advertising was related by R. E. Hotze, Jr., Planters National Bank, Richmond, Va. He told the Financial Advertisers Association that:

Going up on the train to Danville, Virginia, the other day I made the acquaintance of a young lady, and I thought I would do a little quizzing when I found she visited Richmond every week. The train we were on was to pass one of our regular locations, and I was curious to know

whether or not the young lady had ever noticed our board. I asked her if she knew the names of any banks in Richmond. She said she knew of but one, and upon being asked which one, replied "The Planters." In fact, so she said, she was contemplating opening an account with the bank that very week. Being asked for a reason for choosing the "Planters," she could not give one. She did not remember ever seeing any posters of the bank, but as we talked the showing came into view, and with an exclamation, she pointed to the sign saying: "There's the bank we're talking of." I then introduced myself, and went on to tell her that in all probability she had seen the sign many times, and that her subconscious mind had retained the name. In other words, action was produced by the working of her subconscious mind.

Selling Ideas to the Public

IN his address before the Public Utilities Advertising Association, Francis H. Sisson, vice-president of the Guaranty Trust Company of New York, predicted that advertising will occupy an increasingly important role in formulating American economic and social policies. He stated:

One of the most interesting and important developments of advertising has been the growth of its informative, educational and institutional phases during recent years. Its usefulness in the sale of ideas has been proven in many ways.

A tremendous stimulus to this development was furnished by the war. From that experience we have emerged with an increasing belief that the issues of peace may be brought home to our people as convincingly as the issues of war through the intelligent use of this great force.

I am confident that the day will come when it will be thought necessary to present the merits of every issue of paramount importance before the electorate in some form of advertising.

What to Expect from Business-Paper Advertising

TOO many advertisers in the business press judge results solely by the mail inquiries, Jesse H. Neal, secretary-treasurer of the Associated Business Papers, Inc., told the Industrial Advertisers Association. "In most cases," he continued, "this is a false cri-

terion. Few campaigns in business papers are mail-order campaigns. In all reason the advertisers should expect the orders to reach them through their established sales and order-getting machinery, and not direct by mail. Direct-mail business results should be looked upon purely as incidental to the main purposes.

"Advertising in business papers is not a thing apart. It is or should be part of the sales plan and designed to promote the efficiency of that plan. If the Industrial Advertisers Association can do something to standardize thinking on the subject of advertising 'results,' it will have rendered an invaluable service to advertising."

Cleveland Ad Club Re-elects George A. Rutherford

George A. Rutherford, of the George A. Rutherford Company, was re-elected president of the Cleveland Advertising Club at its annual meeting on May 28. T. V. Hendricks, advertising manager, Adams Bag Company, Charles E. Percy, director of sales, Joseph & Feiss Company, and Tim Thrift, advertising manager, American Multigraph Sales Company, were elected members of the board of directors. The following directors were re-elected: E. E. Adams, Henry Turner Bailey, E. S. Goldstein, C. H. Handerson, Jay Iglaue, R. J. Izant, C. W. Mears, and Frank Strock.

At the first meeting of the new board in July the other officers of the club will be elected.

B. F. Sawin Buys Interest in "Farm, Stock and Home"

B. F. Sawin has purchased a part interest in *Farm, Stock and Home*, Minneapolis, of which he has become general manager.

H. N. Owen retains a substantial interest in the publication and will devote all of his time to the editorial direction of *Farm, Stock and Home*.

Mueller Furnace Company Appoints McJunkin Agency

The L. J. Mueller Furnace Company, Milwaukee, has placed its advertising account with the McJunkin Advertising Company, Chicago.

Pathé Freres Phonograph Account for Gundlach

The advertising account of the Pathé Freres Phonograph Company, Brooklyn, N. Y., has been placed with the Gundlach Advertising Company, New York.

How Metropolitan Life Promotes Health through Advertising

Distributed 33,322,161 Pieces of Advertising in 1922

By Robert Lynn Cox

Second Vice-President, Metropolitan Life Insurance Company

IN the present social organization, because of our relation to and dependence upon one another, responsibility for health is becoming more and more one that is shared by institutions, municipalities, the State, and the nation. This, however, does not excuse the individual. As a part of the social structure he is under obligation to every other part of it. No man can have tuberculosis and say it is none of your business or mine. It is. No institution, private or governmental in nature, that is responsible for general welfare—and what one is not?—can say, "It is none of our business."

Becoming then a public question, health promotion by disease prevention demands attention from every thinking individual, every institution, every unit of Government, local or national, and invites their fullest co-operation.

But before effective participation can come there must be a widespread dissemination of knowledge. Heretofore the knowledge of preventive measures has been confined too largely to the scientists, a small percentage of our population. The problem of the future in eliminating sickness, and thereby postponing death, is mainly an educational one—the broadcasting of knowledge of the ways and means by which universally desired ends can be realized. Many agencies have been active and have splendid achievements to their credit. But the problem cannot be handled completely by any single agency, or by a limited few. It is too big to centralize. It is the work of all—everywhere.

So, in the light of what we now know, it would seem that much of

the effort devoted to regulation and relief, to mere palliative measures such as free medical attention to those who cannot afford it, State compensation for time lost during illness and other paternal attention, might better be devoted to prevention which would lay the foundation for wiping out the preventable diseases which are now the cause of a great part of the illness from which humanity suffers.

This means teaching the people how to forestall illness; how to keep always in best condition; how eventually to make disease impossible. Let us say it means teaching people how not to die too soon.

Governmental units, such as city, county, State, and nation, have not been unaware of the desirability of making education in disease prevention universal, nor have private, semi-public, and public institutions entirely overlooked the importance of it. But all have been handicapped through lack of funds to do it with—funds withheld by taxpayers or stockholders, or co-partners, because they had not learned, and could not be made to see that death postponement pays dividends in dollars as well as in sentiment.

Now it happens that the business with which I am connected is accustomed to measure life in terms of its economic value. We see in a full grown man, possessed of average physical and mental equipment, a being that is worth to the world more than his board and keep. By the same token we see in his untimely death an economic loss to the world. It is our business to insure the individual against this loss. This is accomplished by the simple process of prorating the loss scientifically among other insurers who are fortunate enough to keep on living. But as to the aggregate loss occa-

From an address before the General Session of the Atlantic City Convention of the Associated Advertising Clubs of the World.

sioned by high mortality rates, we can do little except to join with others in efforts that will make for a general improvement in mortality throughout the country. It is right here that we come directly to my subject of "Health Promotion through Advertising."

Now, what is advertising but the dissemination of knowledge, whether the knowledge disseminated be that you can get good safety pins cheap at Mr. Blank's store, or that longevity will be promoted and happiness increased through the prevention of disease? In this assembly I might perhaps classify as advertising all of the Metropolitan Life Insurance Company's educational efforts to promote health.

The Metropolitan display advertisements on health, appearing in the magazines, have a theory behind them, surprising as that may seem to some of you, and that theory may be of interest to you as advertising men.

We believe that a business institution that has been favored with public patronage to a point where its customers (in our case policyholders) number one-sixth of the entire population of the United States and Canada—men, women and children—should be willing to print welcome and useful information gleaned from a wealth of company experience, without exacting in exchange therefor any sort of trade or business dealings from readers of its advertisements.

I cannot segregate the various kinds of advertising done by my company, and furnish a ledger balance for each of them, but I believe I can furnish an answer on all combined. Perhaps our educational publicity activities of last year, which I have called "dividend distributions" to the public generally, but which our competitors are sometimes pleased to call advertising, will illustrate what we think all large corporations should do more of.

In 1922 we distributed 33,322,161 pieces of health literature, ranging from the booklet, "A War on Consumption," to the pamphlet entitled, "The Child," which dis-

cusses common ailments of children and the means of relieving and preventing them. The company conducted or instigated and helped to conduct 440 clean-up campaigns in cities; it displayed 265 health exhibits; participated in 107 community health campaigns, and thirty baby weeks. It showed smallpox films 454 times in thirty-two States, to defeat proposed anti-hygienic legislation; it financed two municipal experiments to demonstrate what government could do if it would, by one of which mortality from tuberculosis was reduced 60 per cent, and by the other infant mortality was decreased 50 per cent. Besides this, display space was used in magazines of the United States and Canada, carrying health messages to approximately 50,000,000 readers.

Is such work effective? Did it pay? Is it the business of a life insurance company to concern itself about the physical welfare of the people as a whole? Let us see. Through its nursing service, periodic examination of policyholders, clean-up campaigns, cooperation with and help from the many established health agencies, distribution of health messages in many ways and as widely as possible, 52,000 fewer of our industrial policyholders died last year than would have died under the death rate of 1911, the first year for which mortality statistics comparable with later years were compiled by the company. Measured in terms of lengthened life, this meant an average of eight and one-half years added to the life of our industrial policyholders. Measured in dollars and cents, it meant the payment in 1922 of \$11,828,000 less in death claims than would have been paid if the death rate of 1911 had prevailed in 1922.

Surely the experience of our company shows that health promotion work has paid the 20,000,000 policyholders who are the owners of our company and who get all the savings we can make in the cost of their insurance through lengthening the average human life.

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*"Have been using your machines
for years—always rendered
excellent service."*

WORLD LABELER



Puts labels on most
anything. Let us tell
you all about it.

ECONOMIC MACHINERY CO.

71 Union Street
Worcester, Massachusetts



An Agreement

*Between the Grocers of
Worcester and the Wor-
cester Telegram-Gazette*

300 Worcester Grocers have
signed an agreement with the
**WORCESTER TELEGRAM-
GAZETTE** to co-operate with

all "National Advertised Products" that are running their copy
in the **TELEGRAM-GAZETTE**.

The Grocers Agree

First—To exhibit in their windows
or doors the "National Advertised
Products" Emblem that is illus-
trated opposite.

Second—To feature, thru displays
and otherwise, food products
advertised in the **TELEGRAM-
GAZETTE**.

Third—Furnish any reasonable in-
formation regarding the sale of
goods advertised or about to be
advertised in the **TELEGRAM-
GAZETTE** to an authorized rep-
resentative of the **TELEGRAM-
GAZETTE**.

Fourth—To make a special effort
to increase the sale of any article
publishing a special advertising
campaign in the **TELEGRAM-
GAZETTE**.

This agreement is of direct advantage to the National advertiser
because it places the **TELEGRAM-GAZETTE** in a position
where they can call on the local dealers to co-operate in pushing
the goods, by displays, and by advertising it in their own local
copy, thus assisting in the success of the advertising in the
TELEGRAM-GAZETTE.

This co-operation is offered by Worcester's "ONE BIG NEWS-
PAPER" with a guaranteed circulation of over 77,500 net
paid—3 times the circulation of the other Worcester paper.

The Telegram- Gazette Agrees

First—To reproduce in its col-
umns the "National Advertised
Products" Emblem frequently.

Second—To give generous pub-
licity to said Emblem, and to the
stores displaying it, thru general
advertisements in its columns.

Third—To deliver to every grocer,
each week, a copy of the "Retail
Ad-Viser."

Fourth—To promote the interests
of the subscribers to this agree-
ment in every way possible.

Fifth—All this service is to be
rendered to subscribers to this
agreement by the **TELEGRAM-
GAZETTE**, without cost.

Paul Block INC.

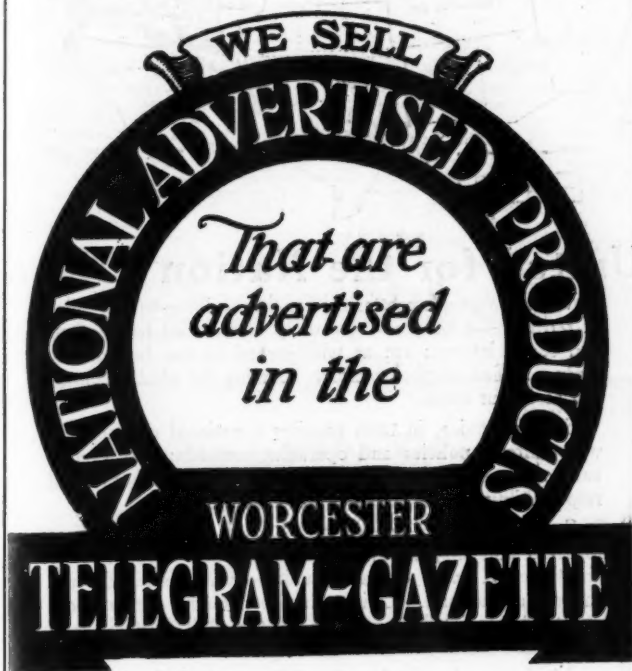
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CHICAGO

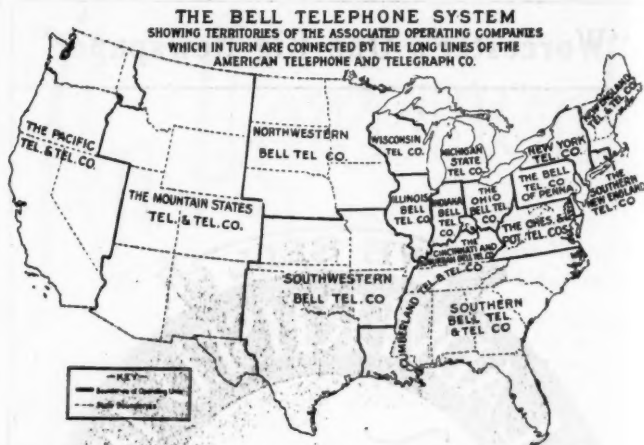
BOSTON

DETROIT

"Worcester's One Big Newspaper"



Net Paid Circulation Over 77,500 Daily



United for the Nation's Need

We are a people scattered over three million square miles of territory—a people whose daily commercial transactions and social interests are as wide-spread as our boundaries. Only a unified telephone service, covering the whole country, can serve our needs.

Such a service, in turn, requires a national organization with uniform policies and operating methods; and also in each community a local organization with full authority and responsibility for the problems of that community.

Such a service is the service of the Bell System. Two hundred and fifty thousand employees and approximately six thousand local operating units cover the length and breadth of the land. Uniting these community organizations are the Associated Companies of the Bell System, each responsible for service in its territory.

Linking together the Associated Companies is the American Telephone and Telegraph Company. It operates the long distance lines, develops nation-wide policies, standards of practice and equipment for the improvement of the service and for the benefit of all.

In this commonwealth of service the best interests of the nation and the community are equally served.



"BELL SYSTEM"

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

*One Policy, One System, Universal Service, and all directed toward
Better Service*

Newspaper Campaign for Gold Medal Mayonnaise Dressing

A newspaper campaign has been started in the metropolitan district of New York by the Nucoa Butter Company, New York, to advertise Gold Medal Mayonnaise Dressing. This is part of the company's national program which calls for newspaper advertising in those districts in which jobbers have attained a certain quota of distribution. The company also is using outdoor advertising.

This account is being handled by the Hawley Advertising Company, New York.

Toledo Advertising Women's Club Elections

At the last May meeting of the Women's Club of Toledo, O., Laura Mary Brown, Lon Polk Advertising Company, was elected president; Marion Powell, Boyd Advertising Company, was elected vice-president; Edith Hamnett, John Munn Company, secretary, and Geneva Reinhart, The C. C. Stockford Company, treasurer.

New Advertising Business at Memphis

Andrew Currie has started an advertising business under his own name with offices at Memphis, Tenn.

Marshall Field's Wholesale Business Shows Big Increase

James Simpson, president of Marshall Field & Company, informs **PRINTERS' INK** that the company's wholesale bookings of merchandise for fall delivery are practically 50 per cent ahead of the same period a year ago.

The Marshall Field company recently bought the Sarfert Hosiery Mills, Philadelphia, manufacturer of hosiery for the last fifteen years. The production of these mills will be distributed by Marshall Field's wholesale house.

Fall Campaign Planned for Automobile Accessory

The Pines Manufacturing Company, manufacturer of Winterfront automatic radiator shutters for automobiles, has placed its advertising account with Mertz, Kick & Company, Chicago advertising agency. National magazines and trade publications will be used for this account. No advertising is planned before the fall of 1923.

Has Faultless Caster Company Account

The advertising account of the Faultless Caster Company, Evansville, Ind., has been placed with Paul A. Florian, Jr., advertising, Chicago.

Backing up the Salesman

WE REGARD OUR SALESMEN as being as much the representatives of our customers as our own employees.

The salesman, in this dual capacity, is cautioned to exercise the greatest care in committing the organization to promises regarding work, for a promise made by a salesman is an obligation upon us and will be fulfilled.

Our customers have faith in our salesmen

THE WOODROW PRESS, INC.
351 WEST 52ND STREET NEW YORK

"Send it to Woodrow"

Electric Truck Uses Homely Example to Prove Case

The Commercial Truck Company, Philadelphia, maker of the "C-T" electric truck, is using newspaper copy in which the economic advantages of its truck are emphasized by taking the milk man and his short hauls and frequent stops as an illustration. A drawing is shown of an electric truck at the curb and a milk man, with his wire basket of milk bottles, going up the steps of a home.

The copy points out that 30,000,000 quarts of milk are delivered in all kinds of weather, every week, week after week, to the doorsteps of two and a half million homes in New York, Chicago, and Philadelphia. The wear and tear on the truck of the short haul and frequent stop is mentioned and the starting and stopping advantages of the "C-T" is stressed. Then the application is made to the delivery service of milk dealer, baker, ice man, department store, laundry and any business where the short haul forms a large part of their deliveries.

Vacuum Oil Reports Profit

The Vacuum Oil Company of New York, New York City, Gargoyle Mobil-oils and lubricating oils, reports net profits of \$13,600,463 for 1922, a new high record, in contrast with \$6,158,566 in 1921, and its previous highwater mark of \$10,392,073 in 1918.

West Canada Farm Journals Open Joint Toronto Office

The *Farm and Ranch Review*, and the *Commercial Review*, of Calgary, Alberta, and the *Saskatchewan Farmer*, Regina, have opened a joint Eastern office under the management of M. D. Geddes for the Eastern Canadian and United States territory. Mr. Geddes has been in charge of the business department of the *Farm and Ranch Review* since 1905.

Join Staff of A. G. Hagstrom Company

Mortimer Flaum and Gustaf L. M. Ljunglof have joined the staff of A. G. Hagstrom Company, Inc., art service, New York. Mr. Flaum was formerly with the Ethridge Association of Artists, also of New York. Mr. Ljunglof formerly conducted his own studio at Gothenburg, Sweden.

W. D. Coghill Joins The Vaile-Kimes Company

W. D. Coghill recently assistant advertising manager of the National Cash Register Company, Dayton, O., has been made advertising manager of The Vaile-Kimes Company, manufacturer of "V & K" water supply systems, also of that city.

After The Experiment They Come Back

Three of our old clients—after several years of 'experimenting' elsewhere—recently 'came back' to us—and entirely of their own accord.

Please give that a thought. And give this another thought—in twenty-five years we have never missed a cash discount with a publisher.



The **E·H·CLARKE**
Advertising Agency

Chicago
28 E Jackson Blvd

New York
37 W 39th Street

We Outgrew the Old One



The old location of the Portland Press Herald proved inadequate for the Press Herald of today.

So we are building a new building and expect to be publishing from it in the fall.

The new building and new equipment will enable us to publish a better paper, to give better service to advertisers, to take advantage of our growing opportunities.

GANNETT PUBLISHING COMPANY

AUGUSTA, MAINE

Special Representatives—**POWERS & STONE, INC.**

NEW YORK

BOSTON

CHICAGO

The Daily Newspaper and Financial Advertising

Financial Advertisers Should Keep Small Investors in Mind

By Louis Wiley

Business Manager, The New York Times

THE development of financial advertising during the last decade has been striking. Not many years ago it was largely of a promotional character. Conservative investment houses advertised little, fearing that they would be classed with companies selling securities of a doubtful or highly speculative nature.

The advertisements on the financial pages of reputable newspapers now form a directory of important financial institutions, reputable brokers, bond and investment houses and of every large or important offering of securities by corporations, States, counties, towns and foreign countries. Announcements of new securities, frequently over-subscribed before publicly announced, are inserted in newspapers as a matter of record.

Modern methods, dignified and educational in character, are now employed by financial institutions in announcements through newspapers. Many financial institutions make the publication of a financial statement—a legal requirement as a rule—a means of emphasizing the strength of their institutions and the services offered.

Investment houses generally realize the advantages of interesting descriptions of the industries the securities represent. For example, in selling public utility securities an advertisement describing the activities of a lighting company and the territory served brings more inquiries and sales than purely technical or statistical statements.

Well displayed newspaper ad-

From an address before the Financial Advertisers' Association at the Atlantic City Convention of the Associated Advertising Clubs of the World.

vertisements with pleasing illustrations should be as much a part of a selling campaign of an investment house as of a similar campaign for manufacturers and jobbers in mercantile lines. The daily newspaper has become one of the important links in the distribution of bond and stock issues.

A remarkable element in modern financial advertising is the number and value of new bond offerings. A new method has developed through which capital is provided for industry. Securities are offered directly by the issuing corporation to the public. Notable examples are the recent issues of the New York Telephone Company and the Consolidated Gas Company of New York. This change is welcomed by the bankers, for no longer do they bear the whole burden of financing industry.

The new bond offerings represent capital constantly flowing into commerce—as seen particularly in contracts for highways, municipal services and public improvements generally. New bond advertising, therefore, shows the service the newspaper is rendering the community.

Financial advertisers should keep in mind the small investors. Fifty per cent of the incomes of the nation are received by men and women who earn \$2,000 a year and under, and 52 per cent of the national income is paid to wage-earners. How many of these know what is a bond, a coupon, or the difference between investment and speculation?

Small earners respond to proper and continuous advertising. This was clearly shown during the war, when the large amount of Government financing and the educa-

tional literature and advertising used to promote the desire to own Government bonds created, practically overnight, thousands of new investors. A short time ago news and advertising columns of newspapers were filled with injunctions to "save, save, save." The result was shown in vast numbers of saving accounts. It is to the advantage of these good citizens—every thrifty person is a good citizen—to secure as large a return on their savings as is consistent with safety of principal. Here is a field for advertising of an educational character.

A form of financial advertising now in its early stages is that of bonds backed by real estate mortgages. Under expert management this form of security is a fairly safe investment, and there is a field for activity that will bring most satisfactory results.

The corporations that issue securities and the bankers who distribute them should take upon themselves the education of the public. How can the small investor, who does not know how to determine the good from the better of financial issues, be advised about investments? If every great corporation would open a public information bureau and invite people to come to it freely and examine into the condition of the corporation, physically and financially, with special reference to its securities, it would educate prospective customers and give them confidence.

Rogers & Company Appoint New Sales Manager

E. B. Cooke has been appointed sales manager of Rogers & Company, Chicago printers. He was formerly in charge of the advertising service department of R. R. Donnelley & Sons Company, Chicago.

F. Allen Burt Joins Boston Printer

F. Allen Burt, of the Burt Advertising Service, Boston, has joined the direct advertising department of the Smith & Porter Press, Inc., Boston, as director of copy preparation.

"PUNCH" AND AMERICAN ADVERTISING

TWENTY-FOUR American Advertisers used space in "PUNCH" last year. Their combined orders amounted to over 147 pages, most of the space being taken out in full pages.

More business was offered, but unfortunately too late to secure space. When the limited amount of advertising space in each issue is filled no further business can be accepted.

All space in the regular weekly issues of 1923 is now sold, with the exception of a few odd issues in August. Many orders have already been booked for 1924. Be in time!

MARION JEAN LYON

Advertisement Manager "PUNCH"
10 Bouverie Street, London. E.C. 4
England

Three of Britain's Best

THE GRAPHIC

The pioneer of illustrated journalism, unapproached and unapproachable in the originality of its pictures, the variety of its contents, and its wide distribution throughout the World.

THE BYSTANDER

The bright illustrated weekly, unique in its handy size. A strong favorite with Men and Women with a great "pull" for advertisers.

THE DAILY GRAPHIC

The first illustrated daily paper. Remarkable for definite results to advertisers, and the confidence placed in it by its readers.

Send for rate card and full particulars to:

GEORGE SPARKES,
Advertisement Director

GRAPHIC PUBLICATIONS, Ltd.
Graphic Buildings, Tallis Street
London, E.C. 4, England

Why Greenfield Tap & Die Uses National Advertising

Industrial Advertisers Association
at Atlantic City Convention of
the A. A. C. of W. Hears How
This Company Makes Use of
National Advertising for Indus-
trial Products

WHY and how the Greenfield Tap & Die Corporation of Greenfield, Mass., with products sold to industrial markets, has made use of national periodicals, was related in a paper read for Galen Snow, advertising manager of that company, at the Atlantic City Convention of the Associated Advertising Clubs of the World. The paper was given at the departmental meeting of the Industrial Advertisers' Association.

"Our first experience with national mediums," Mr. Snow said, "was after a consolidation of several competing firms had been effected and we were faced with the need of establishing one parent brand which would tie up with the brands under which our products had been previously manufactured, and at the same time retain as much of the value of the old trade names as possible. We decided on a 'teaser' campaign in national magazines.

"In this connection it is interesting to note that three or four years afterward we circularized lists of doctors, lawyers and teachers picked at random from all over the country to see if our 'teaser' campaign had been effective.

The answers furnished surprising proof of the success of our campaign. Seventy-five per cent or 80 per cent of the replies which were received indicated a knowledge of our trade-mark, although sometimes they were a bit foggy as to just what it meant and what we manufactured. We would have considered this very satisfactory had it come from individuals in the metal-working industries, but coming from people of such different stations of life

American Campaigns in Great Britain

Some American campaigns in Great Britain have failed to achieve complete success because the case was presented in a manner unsuited to British ears and British minds.

Risk of failure on this score is avoided by employing the assistance of a well-equipped British Service Agency.

Lieut.-Col. G. S. HUTCHISON, D.S.O., M.C.
representing

The LONDON PRESS EXCHANGE LTD

is at the Atlantic City Convention, and will remain in the States for about three weeks afterwards. He will be happy to discuss in detail problems relating to the marketing and advertising of American goods in Great Britain. His address after the Convention will be care of H. W. Peabody & Co., 17 State Street, New York City.

Among the advertising accounts handled by The London Press Exchange are:—

Cadbury's Cocoa and
Chocolate
Dayton Steel Racquet
Imperial Tobacco Company
Kodak Cameras
Kruschen Salts
Lotus and Delta Boots and
Shoes

Marconi's Wireless Tele-
graph Co.
National Benzole Co.
National Milk Publicity
Council
Scotch Tweeds
Steinway Pianos
—and many others great
and small

THE LONDON PRESS EXCHANGE LTD.

Agents for Advertisers

108-111 St. Martin's Lane, London, England

Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>May 24, 1923</u>			
Edition Ordered	20800	20100	19800
Actual Run	20885	20120	19900
New Subscriptions Received	80		
(a) 6 mos.	12		
(b) 1 yr.	68		
(c) 3 yrs.	—		
Renewal Subscriptions Received	115		
(Prior to expiration 86 after expiration 29)			
(a) 6 mos.	1		
(b) 1 yr.	114		
(c) 3 yrs.	—		
Net Paid Gain	6		
Net Paid Loss	—		
Total Paid-in-Advance Subscriptions	X 16934	16327	15719
Newstands Sales	2894	2795	2812
(a) American News (net sales)	2552	2426	2451
(b) Direct Out of Town (net sales)	342	369	361
Voucher Copies Mailed to Advertisers	197	212	481
Uncut Copies for Bound Volumes	190	175	175
Complimentary	—		
Samples	4		
(a) Requested	4		
(b) Unrequested	—		
Office Sales—Current	42		
Changes of Address	6		
Duplicate Copies	1		
Back Numbers on Subscriptions	—		
Service	65		
Miscellaneous Office Use	132		
Total Number of Copies Printed Since January 1	434790		
Average Edition from January 1 to Date	20704	19781	19712

*High Water Mark

Signed

Frank H. Meeks
CIRCULATION MANAGER

we think the results were really astonishing.

"We have also used national mediums to aid in the development of a wider demand and broader market when existing industrial buying fell off. This and several other tests we have made have convinced us that people like to read about things mechanical, and that the manufacturer in some way ought to capitalize that liking.

"Quite frequently the industrial manufacturer finds himself with a variety of products, each one of which sells in a more or less restricted market, although the total volume of business may be considerable.

"None of the individual products in itself justifies consumer advertising and yet the total sales are large enough and broadly enough distributed to warrant a consumer campaign. Often such a concern can find buried in its line some product with a wide potential market. When carefully thought out and skilfully worked out the previously despised and ill-considered article in question can be sold widely enough to cover the cost of the campaign. Publicity for the rest of the line and the manufacturer's name is merely a matter of properly prepared copy.

"There cannot be any definite rule. Each advertiser must decide for himself whether or not his product can stand national advertising."

"Hunter-Trader-Trapper" Appoints Young & Ward

Hunter-Trader-Trapper, Columbus, O., has appointed Young & Ward, publishers' representatives, Chicago, as its Western representatives, commencing with the June issue.

This magazine will be increased in size, beginning with the September issue, from a 224-line page to a 429-line page.

D. E. Sicher & Company Advances F. N. Wilzin

Fred N. Wilzin, for ten years on the sales force of D. E. Sicher & Company, Inc., makers of Dove under-garments, has been appointed sales manager of that company, succeeding W. A. Martin, Jr., resigned.



THOS. A. EDISON SAYS -

"THE MOTION PICTURE IS THE MOST
POWERFUL OF ALL AGENCIES FOR MOULD-
ING THOUGHT AND PUBLIC OPINION"

WE SPECIALIZE IN PUTTING THIS POWERFUL
MEDIUM TO WORK ON A LARGE SCALE FOR
OUR CLIENTS AND KEEPING IT WORKING
EFFECTIVELY AND PROFITABLY.

BOSWORTH, DEFRENES & FELTON

PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The Billboard Weekly

AMERICA'S
FOREMOST

THEATRICAL
DIGEST

READERS-BUYERS

The *Billboard's* results are bigger because The *Billboard's* readers are buyers.

Many, many show folks get The *Billboard* for the particular reason that they want to read its ads.

Every one of those ads, big or small, means money to a lot of people in the amusement world—and they all know it.

That's why they read—and answer—and buy.

Member A.B.C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO/CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

You Good Fellows Who Buy Space

If the name of Broadway or Dearborn or Market or Boylston Streets were changed you would know and remember it. Sure! But if some Sunday paper alters its cognomen you remember it, too, perhaps, maybe, yes?

We don't wonder you do, there are so many of 'em. Well, the fact is this:

The Utica, N. Y., Sunday Tribune is no more. It was transmogrified last year into a real, big, fine newspaper; but it is now simply

The Sunday Edition
of the

UTICA OBSERVER- DISPATCH

In spite of a 60 per cent increase in selling price, its circulation has increased 5,000 copies.

That's enough for one ad, but please do not make out any large contracts to the "Tribune." Those should go to the

**UTICA
OBSERVER-DISPATCH**
Member Empire State Group

J. P. McKINNEY & SON
New York Chicago Los Angeles

Research as a Basis for Advertising and Selling

(Continued from page 6)

prove that agency research as carried out today has often prevented a prospective advertiser from spending his money. This type of analysis might be called:

Research for non-Advertisers. Under this head I do not designate market surveys made by agencies at the request of established concerns that are considering the advisability of advertising, nor plans prepared to interest a firm to use advertising; but rather research which has had a result or a bearing on phases of business far removed from an increase in advertising appropriations. Often they have had a directly opposite result.

A wealthy manufacturer was considering the advisability of specializing on a product outside his regular line. He had always wanted to make a product upon which he could put his own name and which he could advertise. He called in an agency to write the copy for the item he had decided upon. It was a new coffee substitute. But the agency advised a trade investigation before the product was put out. Copy was not to be considered, the manufacturer was told, before a preliminary survey of competitive products and market conditions was undertaken. Four men with a list of prepared questions were sent out to call on retailers in four widely separated parts of the country. The helpful merchandising advice of departments in certain newspapers was also utilized. The result proved to the agency's satisfaction:

(1) That coffee substitutes did not offer a rapidly growing market.

(2) That the slowly enlarging market was dominated by one well-advertised brand which was giving satisfaction and turning over rapidly.

(3) That four or five other products had a toe-hold in the



Help Out Your Printer and Yourself

When your printer is swamped with work and you have rush printing jobs to get out, what do you do? You either wait for your regular printer to get to you, or else you go to some other printer who doesn't understand your peculiar requirements, perhaps, or whose prices may be higher than you care to pay. But there is no need to do either of these things. Be independent of printing delays and of switching around from one printer to another. Meet the rush-printing emergencies with a

Multicolor Press

This press will meet all your office and factory needs for printed stationery and forms, as well as turning out fine follow-up literature, such as envelope stuffers, mailing cards, form letters, printing letterhead, body of letter and signature, three different colors at one impression. Uses standard foundry type and regular flat cuts—electros, zincs and halftones. So simple that one of your employees can run it and, with a little practice, turn out from 2,500 to 5,000 units per hour.

Does this mean anything to you? If it does, make it mean more. Get all the facts. Write for our Multicolor Press booklet. No obligation.

LISENBY MANUFACTURING CO.

225 N. MICHIGAN AVE., CHICAGO

*"Branches and agencies in all
principal cities the world over."*

Welcome to our British Visitors

PRINTERS' INK extends a cordial welcome to the British business men, visitors to the advertising convention. An exchange of ideas is always helpful. It effects reforms, improves standards and helps international industry.

Business Has Changed

How jealously business men used to guard their "secrets." The secret of silk was guarded so closely in China that from 2640 B. C. until the third century of the Christian era, the culture of silk was unknown by as near a country as Japan.

A Chinese Princess carried in the lining of her hat to India eggs of the moth which produces the silkworm, and the seeds of the mulberry tree.

Constantinople received the secret from a Persian Monk who smuggled the eggs in a hollow cane. These old secretive methods, unavailing against discovery and limiting prosperity, seem foolish today.

For now the new sales plans, new uses, new ideas in all forms of advertising are made known by one manufacturer to others. What helps one business is good for all business. A foolish secrecy limits the prosperity of all. A plan used successfully in Kansas City has been adopted with success in Manchester; a sales idea from Sydney has proved profitable in Brockton. Ideas know no boundary lines.

It has long been the privilege of PRINTERS' INK to carry the knowledge of ideas that have worked in one business to men in other lines for their own benefit and the good of business generally.

PRINTERS' INK PUBLISHING COMPANY
185 MADISON AVENUE, NEW YORK CITY

field but were trailing badly because of the one big and aggressive leader.

(4) That the prospective client would have to buy into the market at an expense which was not justified by the possibilities for a newcomer in the field.

(5) And that, therefore, putting into the bank the money he had intended investing in advertising campaigns on the new substitute for coffee, would be a more profitable investment.

These conclusions, the results of carefully tabulated interviews with nearly 200 retailers, struck the client as being sound, and his money remained in the bank.

PREVENTING UNWISE EXPENDITURES

Many similar incidents of agency research are available which prevented bad results from the expenditure of money for advertising based on insufficient information. Much advertising has lost in effectiveness because the agent and advertiser stumbled over facts they didn't find out in advance. A survey made by reporters for an agency prevented the State of New York from advertising Saratoga Springs water because certain factors could not be overcome; a former brewer who was going to put out a new soft drink with an impossible selling scheme still has his money, and scores of other incidents are in the files to show that research often means "hold back" instead of "spend more."

There was a raw material company which came into possession of the factory and business of one of its customers, who made a product of general use. The raw material company was long established. So was the company it took over. Neither had ever used advertising in any comprehensive or continuous manner. Several directors in the big company, after a short investigation by their own sales force, concluded that an immediate advertising campaign was necessary. They sent for an advertising agent known personally to one of the directors and told him they wanted some advertising

done right away for the company they had just taken over. For men who had never used advertising they were very insistent and wanted to have page advertisements appear in the next available issue of the list of publications read by the directors. They had the list all selected and urged quick action. A page was to be drawn up at once and submitted for approval in a week.

The agent used the long distance phone, told his art and copy departments to start on a page layout which he suggested, and at the same time told his vice-president to organize a quick research among retail jewelers, and to use the telegraph and phone in their reports back to the home office. Speed was essential.

Four agency men and four free lances who had had reporting experience started to call on jewelers in four States with a list of pertinent questions. They reported every evening by wire or phone. The agent was back in a week with a page layout and also a report on conditions as his men had found them. When the directors were all nicely settled he held up the page for them to see, and then before they had a chance to consider it carefully, he said, "But I advise you not to use it."

He then brought forth his report, which had been compiled by his men in the field. "What you need," said the advertising agent, "instead of an advertising campaign, is a new factory superintendent, a new product, a new general sales manager and a new board of directors." Facts obtained from retailers who spoke from bitter experience over a long period of time enabled the agent to give the directors an outside opinion unadorned and unsweetened. One of the directors said he had never been so insulted, but the others listened and examined the reports. The advertisement was not used. The directors made one unimportant change in the factory, and a few months later the company went broke. The concern was too far gone to come back without a com-

BRITISH INFORMATION SERVICE

What do you require to know regarding business conditions and developments in Great Britain?

I will supply:

Personal and independent weekly or monthly market letters on any trade.

Special individual reports on developments or possibilities in any line in which you are interested.

Any form of business SERVICE.

My Service Is

**PERSONAL—INDEPENDENT—
RELIABLE**

Address

H. WATERFORD BRAITHWAITE

12, Wilmington Avenue
Chiswick, London, W.4, England
Cables: "Braithing, London"

TYPEWRITER



**Special
SALE**

A
sensational
Sale by one
of the
world's
largest
distributors

**LOWEST
PRICES
EVER
OFFERED**

Thousands of these Standard Make, guaranteed, high grade, perfect typewriters have already been sold. The rest won't last long at our wonderful bargain price. Each machine goes out on 5 days' free trial in your own home. If you are convinced it is the greatest typewriter you ever saw, you then start easy monthly payments. No red tape.

The supply at this price is limited

ACT QUICK Send for FREE Booklet of Valuable Typewriter Information and Special Sale Bulletin.

SMITH SALES COMPANY
344-360 E. Grand Ave., Chicago, Ill.

plete reorganization and a new product. The agent lost an account but saved a failure which would probably have been laid at the door of advertising.

OF VALUE TO OTHER PHASES OF A BUSINESS

In numerous other cases advantages far removed from usual advertising angles have resulted. Agency research has often secured information which had a distinct bearing on the financial side of the business instead of the sales or advertising departments.

Research for Standing in the Trade. There was an old-established packing corporation which called in an advertising agency with instructions to investigate the firm's "standing in the trade."

This concern had several products with one leader. This was a trade-marked line of canned meats which had been advertised in publications reaching the retail trade, by direct mail to jobbers and brokers, and in newspapers in certain centres. A little magazine advertising had also been used. The packing corporation did not tell the agency whether it was contemplating more extensive advertising or not. The agency which took this assignment prepared a list of questions and forms on competitive products, the market's acceptance of various brands, the desire for canned meats in general, the methods pursued in various trade centres, the percentage of total sales for each class of distribution which each competing brand had, and various other questions designed to search out facts about "standing."

The packing company had been selling only to food brokers and jobbers. It had no way of telling what happened to its product after a carload had been shipped to Ohio, for example. Cincinnati might be a jobbers' distributing centre for many points. The firm's sales department knew how many carloads of each sort of canned meats had been shipped to each distributing point. But whether tripe was more popular than beef in Baltimore, and was a dead item of the retailers' stock in Spartan-

Consolidation of The New York Sun and The New York Globe

IN his statement addressed to the readers of The New York Sun, Mr. Frank A. Munsey says concerning the amalgamation:

"The public press has recently told you of my purchase of the Globe. My object in buying this newspaper was to combine it with the Sun. I had no thought of continuing its publication as an independent entity, though as newspapers go it is one of the great newspapers of New York, with a circulation at the present time of close to 200,000.

"Moreover, it is showing very good earnings, but in combination with The Sun it will show better earnings, quite as The Sun in combination with the Globe will show increased earnings over its present income.

"The reason for this consolidation is found in the fact that with the two papers in combination we can make a bigger and better newspaper than either has been.

"Newspaper making has come to call for so large a daily outlay in news gathering, in salaries, in print paper, in the mechanical departments and in the delivery of papers, to say nothing of the investment in the newspaper property, and the investment in the printing plant, that small units are uneconomic.

"The same law of economics applies in the newspaper business that operates in all important business today. Small units in any line are no longer competitive factors in industry, in transportation, in commerce, in merchandising and in banking.

"Newspapers that disregard this economic law are inviting disaster and are fixing a charge on the public for newspapers that could and would be reduced if we had fewer newspapers.

"The Sun is one of the great evening newspapers of the country. In respect of quality, in respect of circulation, in respect of importance and all round merit it has no equal in the evening field in New York, and save for the Chicago Daily News alone has no equal in all America.

"The Sun has achieved this great place in American journalism without membership in the Associated Press, a very serious handicap. But in combination with the Globe, it will have the Associated Press, as the Globe is an Associated Press paper. This press service will be an enormous acquisition to The Sun and will make it structurally strong and complete.

"The combination between THE SUN and the Globe will be in effect Monday, June 4. The name of the consolidated paper for the present will be THE SUN AND THE GLOBE, but when the merger has become an established fact with the public the name will be so modified as better to suit an evening newspaper."



FRANK SEAMAN INCORPORATED
FOREIGN ADVERTISING SERVICE

**We are serving the following clients in
the Foreign Field**

Eastman Kodak Company
International General Electric Co.
E. I. du Pont de Nemours & Co.
The Wahl Company (Eversharp Pencil)
Bausch & Lomb Optical Co.
H. K. H. Silk Co.
Burroughs Adding Machine Co.
Stewart Hartshorn Co.
L. C. Smith Typewriter Co.
The Bassick Company
Waltham Watch Co.
General Cigar Co.
Merrell Soule Co.

**Although our Foreign Department was
originally developed for the purpose
of furnishing service to our domestic
clients, we shall be glad to serve the
Foreign interests of any advertiser not
engaged in competing lines.**

FRANK SEAMAN INCORPORATED

Foreign and Domestic Advertising
470 Fourth Avenue, corner 32nd Street
NEW YORK CITY

Associated with leading Advertising Agents throughout the world

burg, where beef was the popular item, they had no way of checking. A list of questions was added by the agency, therefore, to discover local reasons for likes and dislikes of various items, the effect of seasons on retail sales, estimates on possible local per capita consumption, the effect on local retailers of Government sales, and several other points which would have a bearing on merchandising policy.

Not knowing whether the firm contemplated an advertising campaign, the agency decided to find where and how the company's goods went over the retailer's counter into the final buyer's home. Without knowledge of the facts an advertising campaign might not have reached the States and districts where the goods were on sale.

HOW SURVEY WAS CONDUCTED

The research was conducted in this way: The country was divided into jobbing districts along lines followed by the trade. In each zone two leading big jobbing centres were selected, one medium size and one small market. Armed with the long list of questions to be asked and the blanks for tabulation, the research men were sent out. To get uncolored reports they were instructed to keep out of the conversation any reference to the name of the packing company. The agency's name was used instead. Six investigators, all regularly employed by the agency, were sent out into thirty-four widely separated States. Sixty-five towns and cities were on their itinerary. Interviews were obtained with 1,092 individuals, 575 retail distributors, 339 consumers, 115 jobbers and 63 food brokers. Replies to all questions and results of all interviews were carefully tabulated in a typed report of 963 pages.

The result of this investigation had quite a different result from an increased appropriation or even a change in sales methods. The president of the packing company wanted the investigation made because a merger was under way in his industry, and a proposition

COPY

*for House Organs
Sales Bulletins
Employee Magazines*

Bright, interesting copy for all Corporation Publications. Issued monthly. Moderate cost. Will pay for itself many times over. Handy. Indispensable—just what you need. Approximately 5000 words in each issue; about 30 articles or divisions. Inspiringly written, brief, interesting, helpful copy, in great variety.

FIRST AID

*To House Organ Editors
and Sales Managers*

Each Monthly Issue Contains:

Serious Editorials; Humorous Matter; Miscellaneous Articles; Feature Articles; Sales Talks; Serious and Humorous Verse; and an abundance of paragraphic matter, serious and light. This copy may all be used by the subscriber as it is presented, or rewritten, or rearranged to suit. It appears in your publication as if written by you or for you on order. This Service affords a generous supply of clean, well-written, copy suitable for House Organs, Employee Magazines, Sales Bulletins and Letters of every description.

If you are now issuing or are planning on issuing a House Organ or Bulletin to

- the general public*
- your trade*
- your sales force*
- your shop, office or store employees*

you need this valuable help!

Its nominal cost will be repaid to you many times over. To any one requesting it on his firm's stationery—we will send specimen copy of current issue with especially attractive proposition. Write for a copy—to inspect—today!

**THE O. J. McCLURE
ADVERTISING AGENCY
111 W. Monroe St., Chicago**

MOTION PICTURES

DISTRIBUTION

For the past two years we have been building a circuit for the distribution of advertising films in Churches, Schools, Clubs, Factories and various other Institutions through our associate company,

**NATIONAL
NON-THEATRICAL MOTION
PICTURES, INC.**

After YOUR motion picture is completed, we circulate it at a nominal cost, either locally or nationally, before the community's best people.

**HARRY LEVEY
SERVICE CORPORATION**
Producers & Distributors of
**INDUSTRIAL-EDUCATIONAL
FILMS**

130 West 46th Street N. Y. C.
Telephone Bryant 5526

Southwestern Distribution

A young man possessing exceptional selling and executive experience wants to represent in Kansas City Territory several manufacturers of mechanical articles, machinery or equipment.

He has an eight-year record of proved sales ability in both personal solicitation and sales direction in Kansas City Territory.

He has had nearly two years' experience as a bank officer with executive responsibility.

He is financially responsible.

He is well known by leaders in business and civic life through having taken an active part in civic organizations.

A mutual investigation will be expected as to moral and financial standing.

Address

WES, Box 221, Printers' Ink

had been made to him to come in. Before receiving the agency's report, the result of its research, the president would have had to go into the consolidation meeting with only his carload shipment figures as evidence of value outside of the physical assets of his plants. But the research showed by actual test a fine retail distribution in all of the thirty-five key States investigated. The advertising done previously had built consumer acceptance to such an extent that his brand stood second and third in a field of eleven. Actual evidence from consumers, jobbers, brokers and retailers proved a definite tangible good-will value which was recognized by the bankers back of the proposed consolidation. The president of the packing company, on the basis of the facts revealed by the agency research, received far more in cash and stock in the new combination than mere carload figures of canned meat with unknown final destination could have secured for him.

When a manufacturer asks himself whether his methods of selling and his position in the general market will warrant a certain course of advertising he often wants an outside and unprejudiced view of his "standing in the trade." Many a research made by publisher or advertising agency has led a man who thought he was second in the market to find out he was fifth or worse in a certain territory.

This is an obvious result to think of in connection with an agency research. But often research leads back of sales and advertising into production.

Under a heading such as "Research that changes the product," scores of incidents are available. There are many other phases of agency research which remain to be told. The methods of charging the client for research work is a big question in itself. Sources of research material, the various methods of organizing research or marketing departments in an agency, consumer investigations, try-outs and tests research for new business, by-products of re-

THE MUSIC TRADE REVIEW* in MAY INCREASED ITS LEAD by 71.4 PER CENT

These figures tell the story:

Advertising in May, 1923

The Review	-	-	-	166.32 Pages
Nearest Competitor	-	-	-	135.58 Pages
<i>The Review's Lead</i>	-	-	-	<i>30.74 Pages</i>

Advertising, First 5 Months, 1923

The Review	-	-	-	642.97 Pages
Nearest Competitor	-	-	-	569.36 Pages
<i>The Review's Lead</i>	-	-	-	<i>73.61 Pages</i>

During the First Four Months of the Present Year,
The Review Led Its Nearest Competitor by 43.03 Pages

*The Music Trade Review is the logical advertising medium
for all products marketed to retail music merchants and the
wholesalers and manufacturers of musical instruments

EDWARD LYMAN BILL, INC.

Automotive Electricity
The Music Trade Review
Price's Carpet and Rug News
Price's Floor Covering Directory

The Talking Machine World
Talking Machine World Trade Directory
Technical Books
Tires

Forty-four Years In the Business of Business Publications

Watch  in 1923

Unusual Opening For HIGH-POWERED ADVERTISING SALESMAN

is now offered in one of the largest cities of the Middle West on a morning, evening, and Sunday newspaper already very large and growing rapidly. Applicant must be experienced man of personality, energy, and vision. Compensation in keeping with ability to produce results. Only man with successful record in newspaper advertising considered.

Write immediately, stating full qualifications, detailed experience and salary expected.

Address "FK" Box 241, care of Printers' Ink.

AVAILABLE Sales & Advertising Executive

Young man, 30 years of age, married, Christian.

Thoroughly experienced in all phases of Sales Promotion, Organization and Advertising.

Modest remuneration with a bona-fide opportunity is desired.

Best of references. Location no object.

"G. L.," Box 242, care of Printers' Ink.

search, dangers of research for research sake; these and other headings suggest themselves in any discussion of the subject.

In a later article I hope to discuss some of them and also to recount an example of research that has changed copy angles, selling plans, the package and the company's policy.

A search for facts produces facts. Facts make the advertising manufacturer a confident seller of his product, show him where his product serves and in what respects it fails of service. Commercial research is the search for facts, and as such is worthy of the attention and study of every man interested in better marketing and production.

British Railway Issues London Convention Invitation

The London & North Eastern Railway of England and Scotland has addressed a letter and an attractive booklet to the delegates attending the Atlantic City convention of the Associated Advertising Clubs of the World, inviting them to make London their convention city in 1924. The only railway station within the British Empire Exhibition Grounds where the convention would be held, is owned by this railway. The booklet is devoted mainly to scenes and an interesting description by Bernard Darwin of the famous golf links at St. Andrews, Scotland, which the delegates are invited to visit, as well as other famous scenic spots along the route of the London & North Eastern Railway.

Western Company Plans Million-Dollar Campaign

The Western Company, Chicago, spent approximately \$700,000 in 1922 for advertising of the Gainsborough Hair Net and Dr. West's Tooth Brush, M. J. Harford, advertising manager of that organization informs **PRINTERS' INK**. This year, with an additional product, the Gainsborough Powder Puff, the expenditure he states, will not be less than \$1,000,000. Each of the above is known as a Weco product, and all as the Weco Products line.

Women's Wear Account for The Nichols-Moore Company

The L. N. Gross Company, Cleveland, O., maker of Stride-A-Way bloomers, a patented garment, will use national periodicals, business papers and newspapers in an advertising campaign on that product. The account has been placed with The Nichols-Moore Company, Cleveland advertising agency.

A well-known copy man with unlimited financial backing

Wishes to associate himself with two or more small agents handling only national business for the purpose of

- a—Effecting economies in operation
- b—Improving quality of service
- c—Attracting and developing new business

upon a basis which will be unusually profitable and increasingly remunerative to all parties concerned. Communications will be held in strictest confidence if addressed

c/o Robert E. Ramsay, 441 Pearl St., New York, N.Y.

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

TORONTO
Lumsden Bldg.

LIMITED

MONTREAL
275 Craig St.-W.

Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes
18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Illinois Merchants Bank
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building
GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 35 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, JUNE 7, 1923

Claude Kitchin's Lesson to Sales Executives

Congressman Claude Kitchin, who died last week, excited much criticism during the war because of the uncompromisingly unfavorable attitude he took toward business interests, particularly in the matter of revenue legislation.

And yet there is a great business lesson in the public career of this North Carolina Congressman. Representative Kitchin was one of the most able debaters of his time. He was frequently engaged in acrimonious controversies. In these debates he usually got the best of his adversaries. He attributed his success to the fact that he never lost his temper. He was effective in debate because he could say the most biting things without losing the smile on his face.

The ability to hold his temper is a quality that every business executive should have. Many an executive has gone before a heckling board of directors with an important proposition and lost his cause simply because he lost his head. A good parliamentarian never becomes ill-tempered or malignant in debate. His effectiveness in winning his point depends on his ability to marshal his arguments in a telling way. His contention weakens to the extent that he indulges in personalities or in acrid accusations.

Parliamentarian behavior is needed as much in every department of business as it is in legislative halls. The salesman, in particular, needs it. Too many salesmen fail to make their quotas for no other reason than that they cannot refrain from giving recalcitrant buyers "a piece of their minds." Many salesmen fail because they are not able to argue without becoming testy. Resistance on the part of the prospect is their excuse for a splenetic outburst.

Successful salesmen, like skillful parliamentarians, have learned that a suave manner, a smiling face and courteous speech are not inconsistent with forceful argument.

Salvation Army Writes Editorial

The Salvation Army, long known as a savior of the human waste of the nation, has recently had something to say about industrial waste—especially in regard to women's shoes.

The Chicago branch of the Army issued a statement recently which said in effect, "Please don't send us any more novelty shoes, they are a drug on our market." Men's shoes which have not suffered so much from the style novelty orgy are still in big demand. Most of the women's shoes which come in large quantities to the dumping ground of unwanted products, are but slightly worn, and many of them of sizes too small except for any but women with diminutive feet.

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This statement by the Salvation Army is a dramatic indictment of the economic waste due to a too great variety of products in a line. The number of shoes given by women outnumber men's shoes by 25 to 1. While hubby is working for beefsteak, rent, kitchen cabinets, vacuum cleaners and other aids to the joy of living, his wife, aided and abetted by an industry, has been going on a debauch of buying red, green, pink shoes, half shoes, sandals, and cut-away near-shoes, most of them too small. The manufacturer has too much money tied up in lasts, the retailer in an excess variety of stock, and the consumer falls for the wasteful practice and pays for it all. Style, originally intended as a servant, too often becomes the master of an industry. A little more co-operation with the Department of Commerce in its attempts to eliminate excess variety would be a good thing for industry generally and for the consumer's and retailer's pocketbooks.

Much has been done, but much remains to be accomplished.

Another Advertising Accomplishment

In a recent address, Secretary of Commerce Hoover mentioned that a selection of industries furnishing commodities raising the plane of the average citizen's comfort and convenience of life in the past decade shows a growth of 60 per cent. The growth in population during the same period, according to the 1910 and 1920 census figures is about one-sixth of that percentage. The consumption of products not classed as necessities increased at least six times as fast as the population growth.

How then has the market for this tremendously increased output been created? According to Mr. Hoover, "We could today supply each person the same amount of commodities that he consumed ten years ago, and lay off about 2,000,000 people from work." In other words, some agent has been at work which has so increased the purchasing capacity and buying desires of the na-

tion that 2,000,000 people are kept employed who would otherwise be idle.

Of course, it is impossible to lay the credit for this tremendous accomplishment at the door of any single economic factor. Many influences have played a part. Nevertheless, one would not be far from wrong were he to credit advertising with a stellar role in this increased spread in the consumption of conveniences.

Certainly, it is more than a coincidence that the period covered by this 60 per cent growth in so-called luxury items, is also the period of advertising's largest expansion. The millions of dollars which have been invested annually in advertising by thousands of manufacturers has created the desire for these conveniences and comforts.

Some may claim that when advertising increases the luxury demand in this fashion, it is not performing an economic good. To refute that statement we might quote Secretary Hoover, who said: "The increased spread in the consumption of conveniences and comforts is desirable and does not represent extravagance, but progress."

Advertising has many accomplishments of which it is justly proud. We know of nothing which is more noteworthy than this feat of raising the American standard of living and thereby tending to establish a constantly expanding market large enough to keep everybody employed and earning sufficient wages with which to buy conveniences and comforts.

Star Customers vs. 100 Per Cent Distribution

An article in last week's issue of PRINTERS' INK stated that the Great Atlantic & Pacific Tea Company did \$10,000,000 worth of business with the National Biscuit Company in 1922. Here we have an example of how big a single customer may become, once the account is properly established.

We all know successful concerns that do not appear to have

enough trade to maintain them. The explanation is that they have a few star customers that always furnish these manufacturers with their bread and butter. An insurance broker was telling us the other day that he has 1,000 accounts, most of which are unprofitable. In the lot, however, he has two clients whose combined premiums run more than \$200,000 a year. There is a department store in Chicago that buys a million dollars worth of men's shirts annually from one manufacturer. In fact if you get into the confidence of almost any manufacturer, he will tell you stories that seem incredible as to the amount of business he does with certain favorite customers.

And still as desirable as these star buyers are, there is a certain danger in them for the manufacturer who is too dependent on a continuance of their patronage. Many a manufacturer, who has lost one or more of his star dealers that he relied on for his profits, has been obliged to start in developing his business all over.

This, however, can never happen to a company like the National Biscuit Company. It has developed a demand for its products throughout the nation and is not dependent on star dealers for its volume. Of course the National Biscuit has developed certain star accounts, but it need never fear the loss of them. In the first place the account is a "star" because of the size of the national demand and in the second place the loss of a star means nothing because of the thousands of other dealers who are gladly handling the line.

Weak-Kneed Selling Here Again

One of the worst handicaps that advertising has to overcome is the lack of proper co-operation on the part of the person who actually sells the product to the ultimate buyer. This is an old subject that has been discussed ever since the year one. Nevertheless new manifestations of it come up from time to time. There is one show-

ing its hand at present. This particular manifestation always shows up when there is a business boom. Whenever buyers are clamoring for merchandise, sellers seem to get the idea that it is no longer necessary for them to cater to their customers.

And yet catering is the very keystone of business. It is Marshall Field's old idea that the customer must always be pleased. No business that repeatedly ignores this policy can permanently succeed. Most sellers seem to be anxious to cater to their customers when they need business, but they lose this willingness as soon as the need for business is no longer urgent.

We see evidence of this spirit on every hand. We pick up a catalogue and find that the foreword to it is devoted altogether to warning the reader that the goods shown therein are not guaranteed. We go into a restaurant and are told to beware of pickpockets and that we must watch our hat and coat while we eat. We go into a department store and ask for a certain piece of merchandise and are told that it is not in stock and that it probably won't be in stock again for several months or perhaps we wander around the store and have to go out because no one waits on us. We receive a shipment of goods by parcel post and the only message that comes with it from the shipper is that it is sent entirely at the buyer's risk. We buy a \$1,000 suite of furniture and the only message of appreciation we ever get from the management is that the account is three days' overdue. We go into a wholesale house to buy and are told that the salesman is out to lunch and that we must come back again.

Any person, even without looking for trouble, can easily encounter several incidents of this kind in the course of an ordinary day's shopping. When prosperity is rampant and business is coming easy, so many sellers seem to lose the knack of making buyers feel at ease. They almost oblige the buyer to sell himself.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.

"NOT HOW MUCH, BUT HOW WELL"

Bauer & Black Executives Read the PRINTERS' INK Publications

Your Doctor takes no chances

Dr. von Kries also writes to
patients that he would be a great
benefit to them if they would
use the products he has
developed. He writes that
these products are of great
value to the patient and
that he has used them for
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He writes that he has
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and that he has found them
to be of great value to the
patient.

Bauer & Black
Sole Distributors of
Bauer & Black
Publications

The advertising of Bauer & Black is handled by Lord & Thomas. The PRINTERS' INK Publications give a complete coverage of both advertiser and agency.

The following individuals of Bauer & Black are readers of either PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
A. Bauer	President	Yes	Yes
W. A. Tainsh	Secretary	"	"
R. V. Beucus	Advertising Manager	"	"
H. C. Mathison	Sales Manager	"	"
H. B. Crow	Assistant Sales Manager	"	"

*Information furnished by Bauer & Black.

*The following individuals of Lord & Thomas are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated:**

NAME	TITLE	WEEKLY	MONTHLY
C. C. Hopkins	President	Yes	Yes
H. P. Cohn	Executive Vice-Pres. and Treasurer	"	"
F. E. Fehlman	Vice-President	"	"
P. V. Troup	Space Buyer	"	"
E. E. Bullis	"	"	"
Frank Hummert	Copywriter	"	"
H. E. Fraser	Solicitor	"	"
W. E. Devlin	"	"	"
E. S. Darlow	"	"	"
J. H. Williams	"	"	"
Hugh McKay	Copywriter	"	"
George Baker	Solicitor	"	"
C. L. Cushing	Copywriter	"	"
Norman Klein	Editor of Judicious Advertising	"	"
J. M. Hanley	Copywriter	"	"
L. W. Thomas	"	"	"

*Information furnished by Lord & Thomas.

PRINTERS' INK
A Journal for Advertisers
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY
An Illustrated Magazine of Advertising, Sales and Marketing

May 24, edition
20,885 copies

June edition
15,800 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

"TAKE the Case of Weaver of Dover" was the headline of a business-paper advertisement that caught the Schoolmaster's eye recently. The copy continued:

Down in Dover, Ohio, a town of 8,100 people, the Weaver Motor Company handles the Nash line.

They started in business back in 1917 with another line.

But after a while they began to realize that the greatest business-building opportunity for them lay in lining up with C. W. Nash.

And so they applied for the Nash contract—and landed it in September, 1919.

Since then Weaver of Dover has marketed 477 Nash passenger cars and 70 Nash trucks.

Of this number 120 passenger cars and 7 trucks have been sold since September 1st of 1922.

It's another case of the right men and the right line getting together.

On another page the Schoolmaster discovered an advertisement of the Moon Motor Car Company, which told of the experience of J. Jay Vandegrift, Inc., of Philadelphia. In twelve months this company sold 679 Moon cars, where only eighteen had been sold in the year before.

In another business paper was this caption, "Morrison, of Easton, Sold 234 Hoovers the First Ten Months of 1922" and the copy told the story of the business done by R. T. Morrison of Easton, Pa., who turns his stock once a month and nets twelve profits a year on Hoovers, compared to five turnovers on his other stock.

The Schoolmaster believes that these three advertisements were effective because they dealt with proved facts and backed the facts by names. There is nothing indefinite about any of them. Morrison, Vandegrift and Weaver are real personalities and their experiences count.

There is nothing new about testimonial advertising, but these advertisements backed up the Schoolmaster in one of his pet ideas. He feels that more advertisers in business papers could and should use facts and figures

of this kind in putting their stories up to dealers. Of course such data will not do all the sales work and should be followed by reason—why copy of a different kind, but this type of copy does definitely break a path because it strikes close to the dealer's chief reason for being in business, which is to sell as much goods as possible so long as they satisfy his customers and return him a fair profit.

* * *

The Schoolmaster feels that the Detroit Steel Products Company should be complimented for the manner in which it is advertising "Fenestra Basement Windows." This advertiser is using copy which shows prospective buyers exactly what the Fenestra Basement Windows mean to them in terms of increased efficiency in the home.

One recent piece of copy headed "We're Building Brighter Basements" contains an illustration presumably of a real estate agent talking to a young couple. They are pictured in the basement and it is the real estate man who is talking. "We're building brighter basements," he repeats. "It's light that makes the difference. Look at those Fenestra Basement Windows. They admit 80 per cent more light and make the basement almost as bright and usable as the rooms upstairs."

In the next paragraph the copy urges readers to "Think what a wonderfully light and airy laundry there'll be in this house. Think what a continual satisfaction it will be to have plenty of light on the stairway, around the furnace and coal-bin. Of course you'll want a Fenestra Daylighted Basement in your new home."

Set off to the right is a complete technical description of the Fenestra Window. In this way, the product and the service it renders are tied up. The woman of the house who is interested in knowing what the window will do to lighten her daily work

Every executive who is thinking ahead in business should have a copy of this book.



This book answers three vitally important questions:

- (1) Can business cycles be foretold and anticipated so that plans can be made to control them?
- (2) Can unemployment which results from current business depression be reduced or prevented?
- (3) Can business and industry be stabilized during the recurrent periods of depression?

BUSINESS CYCLES AND UNEMPLOYMENT

Report and Recommendations of a Committee of the President's Conference on Unemployment, Including an Investigation Made for the Committee by the National Bureau of Economic Research

With a Foreword by Herbert Hoover

405 pages, 6x9

\$4.00 net, postpaid

THIS volume is the outgrowth of the conference called by the President of the United States in Washington, September, 1921, to consider the problem of unemployment brought about by the business slump of that year and to find out what could be done to stabilize business and industry during the recurrent swings of the business cycle.

With the co-operation of a number of prominent national organizations, a comprehensive fact-study was conducted for the Conference by the National Bureau of Economic Research.

The present volume contains the complete fact-finding report submitted to the Committee by the National Bureau of Economic Research, as well as the Committee's own report and recommendations to the conference.

The fact report is a thorough and comprehensive survey of the factors bearing on business depression. It will give business men a sounder and more complete basis for judging the merits of practical proposals for controlling business fluctuations than is at present available. It will serve as a specific guide to executives who have an active interest in stabilizing employment within their own organizations.

Every serious-thinking business man should make it a point to get a copy of this book today.

—FREE EXAMINATION COUPON—

McGRAW-HILL BOOK CO., Inc.,
370 Seventh Avenue, New York.

You may send me for 10 days' examination **BUSINESS CYCLES AND UNEMPLOYMENT**, \$4.00, net, postpaid. I agree to pay for the book or return it postpaid within ten days of receipt.

Signed.....

Address.....

City and State.....

Name of Company.....

Official Position.....

P. I. 6-7-23

FOR SALE PUBLICATION

Monthly devoted to most important specialized branch of the automobile industry. A. B. C. and A. B. P. paper. Now breaking better than even, but other interests of present owner forbid the aggressive extension campaign needed to put the publication on well-paying basis. Reader interest proved by 70% straight \$3.00 subscription renewals, all secured by mail. Outright purchase price, \$35,000, but part interest sale or financial development connection with services will be considered. Personal conference desired.

"Publisher," Box 245, Care of Printers' Ink, Illinois Merchants Trust Bldg., Chicago

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....166,300 daily
Six Months Ending Sept. 30, 1922.....145,953 daily
Increase in Daily Average Circulation.....20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.



**Howell
Cuts**

for house organs
direct mail and
other advertising

ask for proofs
Charles E. Howell, Flisk Building, New York

has her interest captured by the copy already quoted. The man who pays the bill and wants to know what the window is made of, has his curiosity satisfied by a technical description. The interest of both prospects is thus secured.

* * *

Up in Raynham Center in the State of Massachusetts lives a chap named Carr, maker of oil cans.

Do you know Raynham Center? Look it up on the map and you will find it is but a little village not far from Cape Cod Bay in the heart of a prosperous mill country. Not long ago Carr's main job in life was the repairing of machinery in the mills round about. He was a service man in overalls, and the owner of a small machine shop. On the side he made oil cans and sold them to users in his neighborhood.

One day an advertising solicitor for a trade paper who had time to kill between trains dropped in to see Carr. Carr was glad to talk about his work to the solicitor, and showed him the oil cans he made on the side. They were superior cans and the solicitor wondered why Carr couldn't sell a lot of them outside of his own neighborhood. So they talked advertising and Carr finally agreed to try a small advertisement in the solicitor's paper and see what could be done.

Two-inch single-column space was decided upon. A cut of the can with its various spouts was shown, and there were just a few words indicating that the Carr Can Company was the maker of the can. This was in 1921.

* * *

Continuously since then Carr has run this advertisement and orders have been coming in from all over the country by mail, for he reaches a great many of the small mills which the big supply man neglects. Carr is building a business for himself which he did not dream of before the advertising solicitor dropped in between trains.

The Schoolmaster wonders how many neglected items there are in

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shops which could be made big sellers if they were picked out of the ruts they are in and their story were told to the world by advertising.

There is another lesson in this story for the sales executive. Prospects may be found in the byways as well as the highways of commerce, and it is wisdom to plant advertising seeds in the odd corners of the business garden.

* * *

The Schoolmaster has often observed an advertising campaign based upon careful investigation which nevertheless fell short in its purpose because it was not sufficiently made known in advance to everyone concerned. So many campaigns have their value immeasurably increased when they are properly sold to the sales and credit departments, to retailers, jobbers and all others concerned. Near at hand departments are usually well covered. But the workmen in the plant and the men who deliver the merchandise to the consumer are not always considered.

Think how badly a certain ice campaign would have fallen down had not explanations been made in advance. This company has long prided itself on the appearance of its wagons and horses, and has often devoted newspaper space to featuring them. In one advertisement the company informed the public that it would appreciate being advised if any driver was seen abusing his horse. This advertisement carried sincerity and won public good-will. Before it appeared, however, the drivers were informed that it was to run and the reasons for the copy angle pointed out. One driver who was ill the day of the announcement came in after the advertisement appeared and told the superintendent that he wanted to quit. Questioning brought out the fact that he felt he had been insulted. He and his horse had been pals for years, and now he was being publicly branded as a horse beater. This was the point of view of one man who hadn't been told.

FORECLOSURE

As a result of foreclosure will sell cheap

**Three F1 Addressographs
One F2 Addressograph
One Graphotype**

All electrically driven, all in perfect condition.

Will Also Sell

Addressograph Lists of Dept. Stores, Men's and Boys' Clothing and Furnishings, Dry Goods and Women's Apparel, General Merchandise Retailers. All with a guaranteed rating of \$5,000-\$10,000 good or better. Address "L. R.," Box 247, care of Printers' Ink.

Advertising Man

**Ten years' experience as
Account Executive
Advertising Manager
Art and Copy Chief**

desires new connection paying \$5,000 a year.

Address "M. S." Box 248, care of Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

Production

Mechanical production man seeks connection with agency or large national advertiser. Thorough knowledge of typography, printing, paper, engraving, etc.

Eight years in the composing room of a large New York newspaper for the advertising department. Two years in the plant of the largest publication and catalogue printer in the East, supervising composition and printing done for an advertising agency.

American, single, thirty-two, college graduate.

Available after July 1st.

Address "K. P." Box 246, care of *Printers' Ink*.

I WANT A JOB AS Advertising Manager

Here Are My Qualifications :

Twelve years buyer of advertising for largest concern of its kind in the world.

Have conducted many national campaigns, such as magazine, newspaper, trade paper, direct-by-mail, billboard and painted displays.

First-hand knowledge of printing, lithographing and plate-making, therefore can buy intelligently.

Good position now, but have capacity for bigger things.

Thirty-eight years old; married; own my own home.

I am sure some company will be interested in these qualifications.

"E. J.," Box 240, *Printers' Ink*

**CHAIN
STORE
LISTS**

—for
Advertising Agents

A billion-dollar market! Kellogg Lists give names and addresses of Chain Store Buying Headquarters, number of stores operated, etc. Write NOW for folder.

KELLOGG PUBLISHING COMPANY
171 Bridge Street Springfield, Mass.

It often happens that advertising or sales policies not explained lead to bad reactions and misunderstandings. The Schoolmaster believes that a simple explanation to everyone affected of the reasons behind a new policy in sales or advertising would save much later misunderstanding and improve the efficiency of all advertising effort.

Educational Copy Sells Quality of Fire Brick to the Trade

With the purpose of educating the trade to the quality of its fire brick, the A. P. Green Fire Brick Company, Mexico, Mo., is conducting an advertising campaign in business publications.

In its copy the company reproduces its several brands of fire brick in color. Each brick is shown with the side bearing its moulded brand name. A half of a brick also is shown so that the reader can see a cross section of the product. The company's slogan, "They Last Longer," accompanies each piece of copy.

The text of one advertisement states that: "These fire brick are made from high-grade clays taken from open-air, sunshine pits. They are selected by daylight—not by the dim light of a miner's lamp." The copy then continues to tell of the brick's qualities. Another piece of copy carries the company's guarantee that every brick will give satisfactory service.

Each advertisement in the series carries sketches of various stages in the process of manufacturing fire brick. The company's pit and plant are shown, its high temperature kilns, laborers selecting the fire clay, and moulding hand-made fire brick. In contrast to these light line sketches are the colored illustrations of the group of finished products.

Westinghouse Electric Doubles Profits in 1922

The Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., electrical apparatus, for the fiscal year ended March 31, reports gross earnings of \$125,166,115 as compared with \$99,722,026 in the previous year, \$150,980,106 in 1921; \$136,052,092 in 1920, and \$160,379,943 in 1919. Net income after charges, taxes, interest, etc., is shown at \$12,263,485, as against \$5,837,389 in the preceding year; \$12,661,536 in 1921; \$15,206,341 in 1920, and \$15,059,008 in 1919.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Copy That Looks Forward to 1926

C. F. Jenkins, Philadelphia, owns a tract of forty-five acres in Camden, N. J. He recently took space in Philadelphia newspapers to offer it for sale on the grounds that the property would advance in value and make an excellent industrial site when the new Delaware River Bridge is finished in 1926. The copy was directed to "Industrial Executives and Boards of Directors."

H. P. Connable Joins McKenzie Laboratories

Howard P. Connable has been appointed general manager of the McKenzie Laboratories, McKenzie's antiseptic mineral oil, Chicago. Mr. Connable was recently sales manager of the Francis Fox Institute, New York, and had been previously with the advertising agency of Erwin, Wasey & Company, Chicago.

Osborn Manufacturing Company Advances E. W. Cannell

Earl W. Cannell, who has been in charge of the sales development department of the Osborn Manufacturing Company, Cleveland, has been advanced to the position of purchasing agent. He has been with the Osborn company for seventeen years.

Judy Publishing Company Buys Grimme Press

The Judy Publishing Company, Chicago, has purchased the plant and goodwill of the Grimme Press of that city. Edgar I. Grimme, of that firm will be associated with the Judy Publishing Company.

Courier Motors Company Appoints D. M. Shaw

D. Minard Shaw has been appointed general sales manager of the Courier Motors Company, Sandusky, Ohio. He was formerly with the Earl Motors.

ADVERTISING

Interesting work! A new science. It pays well—the competent. The competent are trained. Write for free prospectus of a training which will enable you to do enjoyable work at an enjoyable salary. Yes write now.

Instructor in Advertising and Selling
Bryant & Stratton College
Buffalo, New York

Publishers and Large Buyers of Printing—Attention!

A strong progressive printing organization, centrally located, equipped with 2-color Rotary presses and all modern printing appurtenances seeks big-run orders and volume-production business at amazing prices that defy competition.

Write for Cash-Saving Estimates

Address "EFFICIENCY,"
Box 243, Printers' Ink

Advertising Man

Now in charge of advertising, correspondence and a heavy load of important detail work of Cleveland corporation.

A writer of original, dynamic copy. Based on genuine creative ability.

Age 25, single, now earning \$3000 yearly. Ready July 1.

Address "J. N.," Box 244, Care of Printers' Ink

50 SCHWARTZ INSTANT TYPESETTING CHARTS \$25

Copyright, 1923, by Michael W. Schwartz

CENTS
EACH
SIZE
CHART
Over 300
TYPE
FACES

Easiest and Most Accurate Instant Typesetting Charts
Requires no figuring. Visualizes any shape you need—with or without cuts—solid or leaded. Instantly shows in what size type and how wide to set job. Takes care of all widths of type—from the narrowest to the widest.

ABSOLUTE SATISFACTION GUARANTEED

When ordering state whether Charts are to be Solid; 1-point leaded; 2-point leaded; 4-point leaded; 6-point leaded, or complete set. **CHARTS ARE FROM 5-POINT UP TO 36-POINT.**
80 Maiden Lane New York, N. Y.

COMPLETE
Set of 50
Charts with
BINDER
TABLES
and RULE
BORDERS

The "CLASSIFIED" Clearing House

NEW YORK · ARKENBERG SPECIAL AGENCY · CHICAGO
REPRESENTING 500 NEWSPAPERS · WRITE FOR BOOKLET

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies"

(440 South Dearborn, Chicago)



Our Merchandising Plans Open the Gateway to Success

Full information about our Board of Analysis and merchandising plans will be gladly sent to you without expense or obligation. Write today to

THE F. R. STEEL COMPANY
Room 12, 201 E. Ontario St.
Chicago, Ill.

*All Advertising Agencies
And Departments Need the*

AJAX EYELET FASTENER



Because it makes a neat and permanent binding for valuable papers quickly and economically.

Punches hole, feeds and clinches eyelet in one operation. Binds paper, cardboard, leather or cloth.

Order from your Stationer or Direct.

MACHINE APPLIANCE CORP.

351-353 Jay St. Dept. P. I. Brooklyn, N. Y.

Southern Bakery Chain Plans to Enter Other Cities

Franke's Hot Shops, operating a chain of bakeries in Little Rock, Ark., contemplates gradually increasing its chain of stores into other cities, particularly in the Southwest. To protect the identity of the business, the company has had the name "Hot Shops" registered. This name, which is used in the company's newspaper advertising, is claimed to be descriptive of its business. The company features the fact that all of its baking is done at its individual stores and so regulated that its products come out of the ovens at noon and evening in time for the pending meals of its consumers.

The stores are operated on the turn-stile principle. Each store has a cashier, who does not touch any of the baked goods and salespeople who do not touch any of the customer's money.

Laundries Quote Figures on Housecleaning Aid

The co-operative advertising of thirteen laundries of Indianapolis, comment upon which has previously been made in **PRINTERS' INK**, recently quoted figures on the number of curtains, blankets, rugs, comforts, and spreads, which they had cleaned as their contribution in April to the spring housecleaning of Indianapolis women.

"This is the best evidence," runs the copy, "we can give of the increasing confidence which women are placing in laundries. Hundreds of women have discovered this spring, for the first time, how capably and economically the laundry can handle their most difficult cleaning problems."

W. B. Spooner, Jr., with American Kreuger & Toll Corp.

William B. Spooner, Jr., has been appointed publicity director of the American Kreuger & Toll Corporation, New York, chemical and steel specialties. He has been with the McGraw-Hill Company, Inc., for a number of years as manager of the research department of *Chemical and Metallurgical Engineering*.

A. C. Van Horne Represents "Industrial Power"

A. C. Van Horne has joined the advertising department of *Industrial Power*, Chicago. His headquarters will be in Cleveland and he will cover the Cleveland-Pittsburgh territory.

Lehigh Star Bedding Company Places Account

The Lehigh Star Bedding Company, Allentown, Pa., has placed its advertising account with Fred L. Shankweiler, advertising, of that city.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of
Publishing Properties, 297 Madison
Avenue, New York.

Printers' Ink—1915 to 1918, bound;
complete. 1919 to 1923, unbound; com-
plete. Best cash offer takes the lot. P. S.
Redford, 910 Downer Avenue, Milwau-
kee, Wis.

Litchfield
KNOWS

WE WISH TO SECURE New Zealand
rights for Matrix Service of Syndicate
Newspaper Cuts, covering general mer-
chandise lines. Reliance Advertising
Agency, Auckland, New Zealand.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

IF you want to increase your business
in the country or to know more
about the world's greatest market, ask
for free copy of **FARM MARKET**
SAYINGS. Frank B. White, Agricul-
tural Advertisers' Service, 76 West
Monroe Street, Chicago, Illinois.

Working partner with moderate amount
of cash to join in putting over a special-
ized reference medium with big future
and now well on way to completion.
Nothing like it now and will have
field to itself. Splendid opportunity for
aggressive young man to build something
for himself. Close investigation invited.
Box 921, Printers' Ink.

Monarch Films



ADVERTISING AND DEALER HELP FILMS

Own your own business. Attractive
advertising proposition paying
100% gross profit. Exclusive ter-
ritory assigned. Film advertising ex-
perience valuable, but not necessary.
Complete information furnished.

The Monarch Film Co., Inc.
Dept. B. Osage, Iowa

PERIODICALS, HOUSE ORGANS,
CATALOGS, etc.—First-class work; All
service; prices reasonable. Doing printing
of this nature but can take on more.
City advantages, country prices. 67 miles
from New York. Stryker Press, Wash-
ington, N. J. Phone 100.

A monthly paper with a large circula-
tion but limited class appeal, invites cor-
respondence from a responsible individual
or firm that would consider leasing or
managing the advertising on commission.
Owner has other interests and cannot de-
vote entire time to publication. Address
Box 10, Station O, New York.

Western Representative

An unusual opportunity to secure a
high-class representative who is in closest
touch with all advertisers and advertising
agencies throughout the entire Western
territory. Undoubted highest references.
Will be in New York City next week.
Box 950, Chicago Office, Printers' Ink.

Advertising Agency, full rec-
ognition, for sale at reason-
able price. Fine location and
equipment. Replies confiden-
tial. Box 928, Printers' Ink.

HELP WANTED

Optical Manufacturer, Western New
York, wants dealer helps and direct-mail
man. Must be copy writer. Send samples
and state salary. Address Box 926, care
of Printers' Ink.

Free-Lance Artist or Young Artist de-
siring agency connection. Preference
given one having practical experience in
general production work. State age, re-
ligion, salary, etc. Box 946, P. I.

WANTED—Experienced ad writer on
copy staff of leading technical monthly.
Exceptional opportunity and good future
for a man with ideas and a ready pen.
State age, previous experience and salary
desired. Box 927, Printers' Ink.

Advertising Salesman

wanted for trade publication on salary.
Familiarity with knit goods field de-
sirable, but not essential. Give full de-
tails. Box 938, Printers' Ink.

PRODUCTION MAN

We are rather inclined to give the job
to a young fellow who possibly is now
assistant to a real Production Manager;
who knows enough agency system to
organize things so that all production
moves smoothly. He ought to have a
good knowledge of engravings, printing,
etc. The position is in Baltimore. State
salary expected. Box 922, Printers' Ink.

Salesman—Opportunity for man who can sell our Direct-Mail Specialized Service to earn at least \$100.00 commissions weekly. After three months the right man can secure interest in fast growing New York firm. Outline qualifications in detail. Address Box 936, Printers' Ink.

WANTED—A young man with good education who knows something about the lumber business and who can write about it. He must have initiative, be observing and industrious. Answer, giving details regarding self, amount of starting salary. Position is with leading trade paper. Box 918, Printers' Ink.

SALES MANAGER WANTED

Old-established manufacturer wants sales manager to sell office equipment and supplies to railroads. Familiarity with railroad accounting and office practice desirable. Give full details as to experience, salary desired and age. Box 935, Printers' Ink.

A Shop Man—Advertising man is wanted by prominent New York advertising organization handling copy of well-known technical, machinery and railroad supplies accounts. This is an excellent opportunity for a man with actual shop experience and who can properly describe the advantages and selling points of shop equipment. Please give details that will aid in prompt action. Box 953, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN
ON OUR SALES FORCE
THE GILL ENGRAVING COMPANY

COPY WRITER

Large manufacturer has an opening for copy writer and general assistant in Advertising Department. Two house magazines are published as part of extensive advertising program, one of them with large circulation to consumers. Editorial ability or experience in make up of magazines will be an asset to applicant. Position offers splendid opportunity to young man who is "on the way up" and who is willing to start at moderate salary and win his advancement. Give full details as to experience, age, salary, etc. Box 917, Printers' Ink.

LITHO ARTIST

Experienced on zinc for Cut-Outs, Window Displays and Outdoor Signs. Steady position. New Factory. Top Wages.

THE JOHN IGELSTROEM COMPANY

Massillon, Ohio

Wanted—Young man about twenty years old who has had printing and lithographic experience, to act as assistant to buyer of printing and lithography in a large advertising agency in New York City. Box 925, Printers' Ink.

First-Class Layout and Figure Artist, able to make finished drawings in wash, line and color. State experience and be prepared to submit samples. Largest house of its kind in the world. Address: Homer S. Nelson, Art Department, Brown & Bigelow, Quality Park, St. Paul, Minn.

MISCELLANEOUS

WANTED

Sample copies and advertising rate cards of magazines, all classes, for cash reply mail-order copy. H. W. Collins, 197A Fulton St., Brooklyn, N. Y.

HOUSE-ORGAN EDITORS

I AM COLLECTING AND STUDYING HOUSE ORGANS. PLEASE SEND ME YOURS. THANK YOU. P. W. G., BOX 113, LEONIA, N. J.

POSITIONS WANTED

ARTIST, thoroughly experienced in commercial work, illustrating, designing, retouching, in all mediums, would like position for half or whole day with A1 house in New York. Box 933, P. I.

YOUNG WOMAN

With two years' business experience. Just finished advertising course at Columbia. Wishes position as copy writer. Available June 11. Box 930, Printers' Ink.

EDITORIAL WRITER and EXECUTIVE

of commercial and financial daily seeks connection with established trade paper. Box 952, Printers' Ink.

TEMPORARY EMPLOYMENT

EXPERIENCED FURNITURE AND FASHION ADVERTISING WRITER DESIRES TEMPORARY POSITION ABOUT JULY 10. BOX 929, P. I.

ARTIST

Free-Lance; high-grade commercial work in any medium; original ideas; reasonable charges. Box 916, Printers' Ink.

N. Y. COPY WRITER

Ten years' valuable experience as copy-plan chief big agencies and successful free lance. Box 941, Printers' Ink.

"S.O.S." Opportunity

N. Y. U. man seeks permanent connection. Experienced copy, layouts, production; diversified merchandising. Knows newspaper, mail advertising. Samples, references. Box 948, Printers' Ink.

TWELVE YEARS' steady service of advertising activity; prolific writer with practical printing experience, versed in commercial art and engravings; editorial plus industrial and retail training; conduct contests, direct mail campaigns; proficient correspondent; educated, energetic, intelligent, industrious; for agency, corporation or manufacturer. Box 1, 300 Traphagen St., West Hoboken, New Jersey.

Capable, intelligent young man, 23, college education, now employed as reporter on metropolitan daily, wants to enter advertising department of publication in New York or vicinity. Box 947, P. I.

AUTOMOTIVE COPY WRITER

Forceful writer of "selling" automotive copy wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 939, P. I.

EDITOR

Trade, class or general publication; one who knows his business in every detail. Box 944, Printers' Ink.

Publishers' representative would like to handle one or two more publications in St. Louis territory. 12 years' experience. Personally acquainted with all agencies and most national advertisers. Commission basis. Box 919, Printers' Ink.

Experienced Direct-Mail Man with a history of successes. You can secure the advantage of his ability on a part-time or piece basis that will enable those in or about New York to use his services economically. Address Box 937, P. I.

Woman copy writer and journalist, 6 years' experience in New York City and Philadelphia, going abroad to live, desires London or Paris connection with American newspaper or firm. Available for work September 1. Box 924, P. I.

Editors—Have you opening for young man, 26, educated, one year writing and one year publishing experience? Will give unlimited industry and unusual loyalty for opportunity to develop under supervising eye; modest salary. At present with trade journal. Address Box 943, Printers' Ink.

ARTIST—Experienced Illustrator and Layout Man; uses any medium; oil, wash, pen and ink, modeling; color, or black and white; knows type, photo-engraving and paper; wishes to make connection with an organization where this technical knowledge is required. Capable of directing an art department. Box 940, Printers' Ink.

TECHNICAL EDITOR

Scientific and engineering writer temporarily with staff of leading scientific monthly, whose earnest references he bears, wants permanent editorial position with technical journal. College training. Broad background. Quick grasp of technical matters. Box 932, Printers' Ink.

Artist—A1 commercial, working in all mediums, with extensive advertising experience. Ideas. Dummies finished; drawings of all kinds in line and color; all mediums. Desires permanent connection with progressive agency. Can handle their work in their own place on freelance basis. A. Cantafio, 1935 Bissell St., Chicago, Ill.

Typography

Experienced man who knows type and how to use it effectively, seeks position with printer specializing in direct advertising, with agency having direct-advertising department, or with manufacturing or distributing concern interested in the good appearance of their printed matter.

Age, 31; salary, about \$4,000; now employed; best of references. Box 945, Printers' Ink.

WE CONNECT THE WIRES

TECHNICAL WRITER

and editor, with engineering background and practical knowledge of automobiles, steel fabrication, radio and electrical appliances, wants class journal position at \$2400. Has installed and operated newspaper broadcasting outfit, also had charge of automobile and sports pages, including make-up. Under 30, university trained, married, dependable. Our No. 2022-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Canadian—with advertising agency and publishing experience and sound business knowledge—wants position with future. Canada or Eastern States preferred. Good record—best references. Write "Montreal," Box 934, Printers' Ink.

EXPERIENCED ADVERTISING MAN

Now employed, wants position as advertising manager of nationally distributed product, or in plan and copy department of large agency. Box 949, P. I.

Art manager of one of Philadelphia's best photo-engraving plants seeks an opportunity offering greater scope to his activities, handling advertising for manufacturer, for instance. Age 30; married. Willing to go anywhere. Address Box 920, Printers' Ink.

EXPOSITORY COPY

Long, semi-editorial copy on institutional, financial, insurance, social, economic or scientific subjects. Service copy of all kinds. Popular expositions of difficult topics. Only large and highly-paid jobs accepted. Samples of former work shown. Box 923, Printers' Ink.

COPYWRITER

Young woman, 6 years' advertising experience, 4 years agency, 2 years assistant to advertising manager; thorough knowledge engraving, printing, etc. Christian; age, 26; salary \$50. New York City. Box 951, P. I.

Psychology—Have you a knotty problem in human nature that is fundamentally one for a trained psychologist familiar with modern scientific technique? A university instructor in the Psychology of Advertising and the Psychology of Salesmanship is free to undertake one or two interesting researches in these lines during the vacation period. Address Box 942, Printers' Ink.

Assistant Advertising Manager, solicitor and copy writer now on live Middle West paper wants to hear from Pacific Coast paper. Plans and writes campaigns and special editions. Wide experience. Well educated and healthy. Age 29. Married. If you want a solicitor on any size paper, or an advertising manager for paper with 5,000 to 10,000 circulation, this is your man. Write Box 931, Printers' Ink.

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THE VALUE OF PERMANENCE



Advertising is reliable only in the degree in which it is constant.

Reputations built a few years back no longer exist in the public mind unless they have been maintained by undiminished effort.

Fame and fortune invariably follow in the wake of advertising that endures.

Outdoor Advertising is not a medium for the "fly-by-night." The great majority of users place their contracts on a long time basis.

Dealers know its permanence. The public recognizes it in its enduring structures.

Outdoor Advertising is, therefore, not only a channel for maximum publicity, but also one through which confidence can be substantially established and reputation indefinitely maintained.



*Branches in 49 Cities Operating in and
Representing 10,000 Cities and Towns*

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

How Chicagoans vote on Tribune Advertising

WHEN a man places a want ad in a home town paper he backs with hard cash his conviction that that particular paper beats its nearest competitors in pulling power.

Therefore, it is significant that The Tribune prints more want advertising than all the other Chicago papers combined. This supremacy in lineage exists notwithstanding the fact that since The Tribune has the largest circulation in the city it is compelled to charge the highest advertising rates.

*The national advertiser who
buys RESULTS will con-
centrate his campaign in*

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
New York City

Tribune Building
Chicago

Haas Building
Los Angeles